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Swedish flag, Stockholm townhall and harbor (Photographer Per-Erik Berglund)



ALFRED NOBELS BJÖRKBORN

Foreword

SUSTAINABILITY ROCKS , WE ARE SAVING THE PLANET

Sustainability Reports give us an insight into the future

Hållbar is a Swedish word that means sustainable but because the letter å is a Scandinavian phenomenon it becomes Hallbar. Ombudsman and Smorgasbord are two other words that have origins from the Scandinavian language. Ombudsman is an official, usually appointed by the government, and Smorgasbord is a buffet meal of different dishes, with an extensive array of variety. Both words are very meaningful and are being used worldwide and hopefully so will the word Hallbar.

Sustainability reports may sound boring but it is the opposite. The reports are a view of the future. We think that it is difficult to change habits and that no one really has the money or time for it. But the truth is, it is not boring, nor time-consuming or expensive. Sustainability rocks, we are saving the planet and the sustainability reports give us an insight into the future.

The first international exhibition of food & drink books and sustainability reports from the sector was inaugurated at Alfred Nobel House Björkborn in Karlskoga in Sweden this year. It lasted two months.

The first Hallbars Awards was held on October 21, the day that Alfred Nobel was born. As you know, Alfred Nobel was an engineer, a chemist, *and* an inventor. It's almost overwhelming, a person completely out of the norm. The same goes for the word sustainability, it's a bit overwhelming but the sustainability reports monitored by the Hallbars Research Institute tells us we are on the right track. These reports show us the road to a better future.

Photographer- Ulla-Carin Ekblom



Maria Larsson

County Governor, County of Örebro
Chairwoman Alfred Nobel Björkborn Foundation
Sweden.

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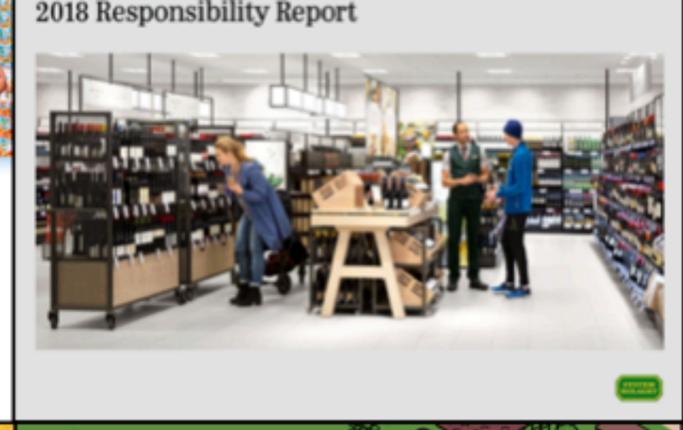
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HALLBARS RESEARCH INSTITUTE

Hallbars was conceived in January - March 2020 by Europeans in China, France, Germany, Spain and Sweden as an action against the pandemic.

Confinement may be an efficient national short term answer to the virus. We believe the long term solution is sustainability, through the combined action of the most powerful international institutions and corporations. We are all together in the same boat. The Hallbars team comes from various backgrounds in publishing, food and drink as well as finance, real estate and start-ups.

The headquarters of our research institute are in Sweden, a neutral country which is a leader in sustainability. Hallbar means Sustainable in Swedish. Our website www.hallbars.org went public June 30, 2020.

Some studies have proven that investing in sustainability can increase financial profits for the corporations, by taking into account society and the long term. New studies show that in 2020 Sustainability Reports have become essential in the decision making of investors. The pandemic has accelerated this trend. Before the pandemic, one key concept of accounting was that corporations and organizations were on-going concerns.

The pandemic has suddenly confronted corporations to a catastrophic scenario. It obliges corporations to make sustainability a priority. Sustainability was taken for granted by some, the same way breathing is unconscious for humans.

Sustainability reports show sustainability is complex, and a long term effort. It puts back long term planning at the core of the corporations. Financial planning was increasingly short term, even quarterly.

The readership has to be developed. This is the mission of Hallbars, building on our experience in publishing. We consider that these printed reports are books that deserve and need more readers.



SUSTAINABILITY REPORTS ARE BOOKS

They have authors, readers and a publisher.

« Our aim is for people to open the book... »
Felipe M. Guerrero, Director of Sustainability
Daabon, Santa Marta, Colombia

Readers, Authors, Publisher

Hallbars takes the reader's point of view. As a book, the format, the design, the style, the writing become important to increase the impact of the content and give value to the efforts of the authors. Usually the authors are a team, headed by an editor in chief, who may be the person directly responsible for sustainability. Often there is input from the investor relations department. As for a book, the publisher is the corporation or the institution that publishes the report. A few reports do have ISBN as books do. The team of authors is often both internal to the publisher and external, with specialized consulting firms being very helpful.

Road Shows and media

The corporate road shows are both national and international, bringing together the corporation and investors as well as financial media. Authors signing for books are usually in national retail book stores. Financial media are used by reports very much in the same way as book authors use lifestyle media. However it has been more difficult for sustainability reports to reach their stakeholders beyond the financial world.

Foreword and CEO Letter

More often than books, Sustainability Reports usually have a foreword or introduction. It is in most cases the CEO Letter, with a strong majority of men. Few reports take advantage of having more than one foreword or introduction, which is acceptable for books.

Acknowledgement and thanks

It is quite usual in books to have an Acknowledgement or Thank you page written by the authors, written separately if there are several authors. For sustainability reports, it is more unusual. to have Acknowledgements, though it is increasing. The CEO letter in reports is often a thankful note.

Photography, Illustration, Design

The photography has become a key element in the reports. More and more commission their own photography rather than using stock photo. There is the start of using artists for illustrations, a rising trend in books, but not yet really widespread in sustainability reports. At the start , like books thirty years ago, the space in sustainability reports was 1-text, 2- photo, 3 white. Like books, the trend is now for the space on the pages of sustainability reports to be 1- White 2 - Photos and graphics 3- Text



Formats

Contrary to books, there is very little diversity in formats. Nearly all reports are in the A4 vertical format, which makes them easy to file if printed. A minority are A4 horizontal, making them unusual. The horizontal format is well accepted for digital. Extremely few are A5 or another format. In fact when the report is not in A4 , it loses the accepted format for reports, and becomes more like a brochure, less than a serious report, less than a book.

The cover

Books are more respected as hardcovers than softcovers. Nearly all sustainability reports are soft covers, when printed on paper. Extremely few are hard covers. The case of Talawakelle Tea Estates of Sri Lanka is quite unusual, but deserves attention. For instance their 2017 or 2018 reports " To The Rythm" or " Cultured" both had approximately 300 pages with embossed hardcovers. Their 2019 report is a soft cover. Many reports are available in print and digital. More and more are available digital only, for cost and sustainability.

Printing

When printing, many reports pay extreme attention to the paper they use. They make sure the paper is sustainable and certified, and mention it.

Distribution and promotion

Distribution is a key issue for Sustainability reports, as it is for books. Reaching the stakeholders and readers in general is not so easy. Most reports can be downloaded freely from their publisher websites, others have to be requested and sent, in print and/or digital. The amount of effort and expenses that goes into publishing the reports is not matched yet by an effort to promote distribution. Nearly all corporations are passive rather than active towards their potential readers.

Sustainability Reports Exhibitions

As for books at book fairs, Sustainability reports benefit from being seen together as a group in an exhibition. The comparisons by sectors or countries are very interesting and fruitful. A physical group exhibition of printed reports is much more useful than an individual online review of digital reports.

Budgets

Few books have the production budgets of the sustainability reports. Few reports have the support of dedicated publicity departments that are so important for publishers of books.



Champagne expert Richard Juhlin leads exhibition launch party at Alfred Nobel House. (Photo :Ewa Hector Agorelius)

ALFRED NOBEL HOUSE REPORTS EXHIBITION



ALFRED NOBELS BJÖRKBORN

Karlkoga, Sweden - September 3, 2020

"Alfred Nobel House Björkborn Museum welcomes the first international exhibition of Sustainability Reports " said in her introductory speech Governor Maria Larsson, Chair of the Foundation. " these reports show the keys to our future ".

Sustainability Reports

"With the Covid 19 pandemic, we all need positive facts to look into the future. This is what the exhibition of Sustainability Reports provides." said Agorelius. These reports appeared in this century to complement the yearly financial information from corporations and institutions. They have multiplied since 2015 when the United Nations released the Sustainable Development Goals for 2030. They bring together business and society, with science based facts. " Reading these reports shows a clear positive progress. It is most encouraging to see Sustainability promoted worldwide, said Agorelius."

This first international exhibition focused on the Food & Drink sector, more essential than ever with the pandemic. Months of confinement revealed food heroes as well as health heroes. For the first time, visitors will be able to compare digital sustainability reports. Some digital reports were printed specially for the exhibition. Sustainability reports are books, they have authors, readers, a publisher, distribution and promotion, they are printed and digital.

Anneli Lyckerborn, director of Alfred Nobel Björkborn explained "the Sustainability Reports will have their special room in the manor for two months in September and October. It will be included in the guided tours of the Alfred Nobel House and Museum, which have proven so popular both with Swedes and foreigners. "

Alfred Nobel House Björkborn

" Books were very important for Alfred Nobel, as can be seen in the books in special furniture at the manor" said Anneli. Alfred Nobel purchased the Björkborn manor for its comfort, as well as the magnificent views from its terrace.

Björkborn in Swedish means path of the birch trees, which goes back to medieval times when it was the path used to carry freight and boats to avoid the rapids on the Karlskoga river. The big stables of the manor were important for Alfred Nobel, for horses were his prized indulgence.



ALFRED NOBELS BJÖRKBORN



Menigo's Sustainability Report 2019
Sustainable urban solutions made through digital design.

WORLD ECONOMIC FORUM
Incentivizing Food Systems Transformation
In collaboration with McKinsey & Company

2019 ANNUAL REPORT OUR ALLIANCE IN ACTION

SUSTAINABLE by DESIGN makes us MONDI

JICA 2019
ADMINISTRATIVE CORPUS FOR AGENCY ANNUAL REPORT

Alfred Nobel Björkborn Karlskoga
Food & Drink Sustainability Reports International Exhibition
September 5 - November 9 - 2020

VIÑA CONCHA Y TORO
FAMILY OF WINERIES

2019
Lantmännen Annual Report with Sustainability Report

EVMI
2019 ENVIRONMENTAL RESPONSIBILITY REPORT

ipcc
INTERGOVERNMENTAL PANEL ON CLIMATE CHANGE
Climate Change and Land
An IPCC Special Report on climate change, desertification, land degradation, sustainable land management, food security, and greenhouse gas fluxes from terrestrial ecosystems
Summary for Policymakers

BOSCH

factbook

BORDEAUX
VIN DE BORDEAUX
2019 REPORT AND 2020 STRATEGY

Responsibility for Generations
BILROCKLAND SUSTAINABILITY REPORT 2017-2019



SACHYTTIGUBBEN®





HANGZHOU ENTREPRENEURS FORUM POSTERS EXHIBITION



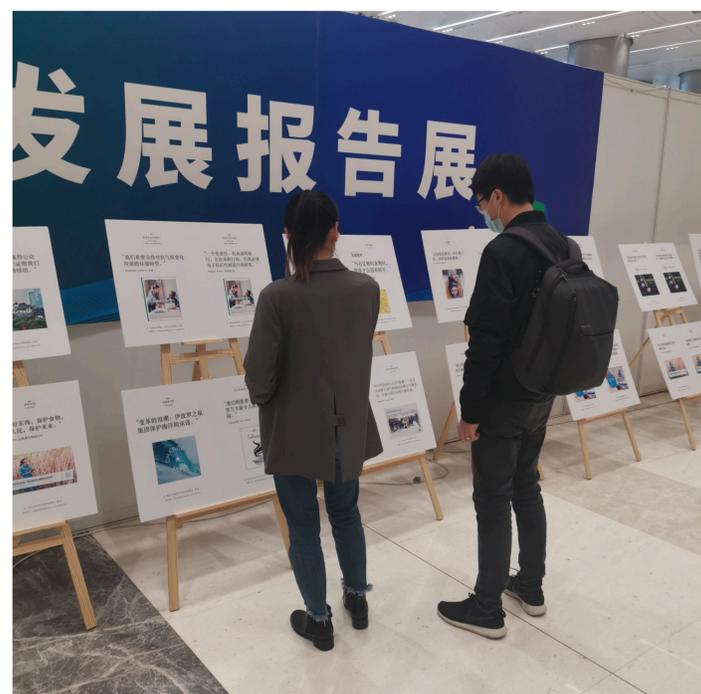
Hallbars has been invited to exhibit its Sustainability Reports posters November 1 to 3, 2020, at the 5th Global Entrepreneurial Forum in Hangzhou, China. It is the yearly reunion of private entrepreneurs of China, from giant Wahaha to start-ups. Last year there were 6500 visitors, including Hallbars.

The Forum has strong support and presence from the State institutions, from national, regional and local levels. Special attention is given to entrepreneurs from the One Belt One Road Initiative. There are high level foreigners, including ambassadors. The theme this year is "Great Changes, Great Opportunities, Great Development". The event takes place in the impressive International Expo Center built for the G20 Summit of 2016. The main sponsor this year is Moutai, the distilled spirit of China.

Hallbars is exhibiting 188 Sustainability Reports posters from 14 institutions and 60 corporations, from 33 countries. Sweden has the largest numbers of posters. China and France are next. See the Vina Concha y Toro poster in Chinese. All the posters were translated to Chinese. As international travel is very restricted, the Hallbars international exhibition is a key focus of the event this year, confirmed the director of the forum Zhang Xiao Ke. She said " We are very grateful for this first exhibition of international Sustainability Reports posters. The quotes of top chairmen and CEO bring sustainability to life. "



The two leaders of Hangzhou Entrepreneurs Forum
President Cai Zhang Sheng
Director Ms. Zhang Xiao Ke



November 3, 2020
Hangzhou Entrepreneur Forum
Chinese looking at Sustainability Quotes
from Food & Drink Sustainability Reports.



November 3, 2020 - President Cai Zhang Zheng of Hangzhou Entrepreneur Forum looking at Spain FIAB Posters

"The exhibition of Sustainability Reports posters is the cornerstone of our Hangzhou Entrepreneur Forum this year.

All visitors talk about it. We will definitely repeat it again next year, everyone will expect it.

This posters exhibition is a major contribution to business culture. »

President Cai Zhang Sheng



The Forum welcomes over 6500 registered professional visitors over the 3 days November 1-3. The Forum is the annual meeting of China private entrepreneurs, including big corporations such as world famous Alibaba, and Wahaha, the drinks industry leader, both with headquarters in Hangzhou. There is also a large number of start-ups presentations. The main sponsor of the event is Moutai, the number one China brand.

Hallbars hopes to promote the publication of more sustainability reports in China, which is already among the top countries in number of reports (and visitors to the www.hallbars.org website). According to the Hallbars Awards 2020, the best sustainability reports from China are COFCO International, Mengniu, Vitasoy, Alibaba, and the China Society of Entrepreneurs & Ecology.

President Cai Zhang Sheng said "The exhibition of Sustainability Reports posters is the cornerstone of our Hangzhou Entrepreneur Forum this year. All visitors talk about it. We will definitely repeat it again next year, everyone will expect it. This posters exhibition is a major contribution to business culture."



VILLAGE INTERNATIONAL DE LA GASTRONOMIE

3-6 JUNE 2021

Under the High Patronage of
MONSIEUR EMMANUEL MACRON
PRESIDENT OF THE FRENCH REPUBLIC



June 3-6, 2021

SUSTAINABILITY REPORTS AT PARIS - LOUVRE - TUILERIES

After Sweden and China, posters of sustainability reports will be exhibited by Hallbars Research Institute in Paris June 3-6, 2021. Hallbars will be next to Rue de Rivoli in the center of Paris, on the Louvre estate. French authorities have given the green light to this project, including an agreement with the Louvre. Hallbars posters exhibition and the Sustainability Report Congress for Socially Responsible Food will be part of the 12.000 square meters of the 5th Village International in the Louvre Tuileries Gardens in Paris. The 4th Village of March 2019 at Trocadero in front of the Eiffel Tower had over 40.000 visitors, in parallel of the Gourmand World Summit at UNESCO. The new location has more space and expects more visitors.

Our event is the public part of the Paris Food Forum, under President Emmanuel Macron. The presidency will announce later in 2021 the details of their international meeting at the highest institutional level. This event was scheduled for June 2020, but it was postponed because of the virus to June 2021.

Our presentation of Village International de la Gastronomie is now available upon request. It has 24 pages, from which we offer here 5 pages. The stands in the Village are all commissioned by foreign embassies and French institutions in Paris. All French regions are present in the French Pavilion. Over 90 countries and regions show the best of their food and drink products, with cooking demonstrations by their celebrity chefs, product tastings, music and dance. June 3 and 4 will be strictly professional, including the Sustainability Congress. June 5-6 will be a big feast for the public.

The first Sustainability Reports Congress June 3-4, 2021 in Paris will bring together the Hallbars Awards winners and the professionals who produce the reports. The Hallbars awards ceremony will be Friday June 4 to replace the public ceremony that could not take place in 2020 at Alfred Nobel House in Sweden because of the pandemic. In fact, if the June 2021 event was again postponed, there is another option for the first week of September 2021 with the Louvre estate, in the same location.



June 3-6, 2021

International Village

President of Honour : **Stéphane LAYANI**
 Rungis International Market - CEO
 World Union of Wholesale Markets -
 Chairman

Gathering all the food cultures of the world

The Village International de la Gastronomie is the platform for meetings between diplomacy, the general public, professionals and journalists. During five days, the Village brings together cuisines from around the world and offers to countries a unique opportunity to tell their culture. Moreover, it brings a real message of hope and brotherhood, in a generous and multicultural atmosphere. For its fifth edition, the Village grows and hosts the Paris Cookbook Fair and a vast French pavillion.

Gastrodiplomacy and networking

The Village network has grown following the embassies willingness to communicate outside their walls. The promotional aspect of their presence at the Village since 2016 is only one facet of their strategy. Their objective is also to promote their products, opening new trade routes where clichés or a certain lack of knowledge of foreign cultures still prevail. The stake is therefore diplomatic, cultural, touristic, agricultural and commercial. It is also about showing the specifics of their country, and celebrating their relationship with France and the city of Paris. Considered as a tool by the embassies, the Village enables them to implement their cultural programs while sharing their iconic food traditions with all the other countries.

Authenticity and quality

Each exhibitor has the opportunity to represent his country in the heart of Paris. Only authentic candidates who respect their genuine traditions are selected. Products must be of high quality, and the dishes prepared on site must guarantee compliance with reference recipes. This is how the Village has created a network of magnificent restaurateurs, dedicated to promoting their popular cuisines. Far from ephemeral trends, everyone strives to show its real “mother's kitchen” to represent the flavors and the characteristic gestures of each people in the best possible way. Among them, many have their restaurant or their caterer in Paris, and proudly wear the colors of their country. The Village is their major annual event, because it allows them to gather their nationals while showing typical riches often overlooked by the general Parisian public.

Professional meetings

Each exhibitor has the possibility of meeting his diplomatic counterparts, chefs, editors, authors or journalists during the event, either on his own stand or in the meeting spaces provided for this purpose. A professional catalog lists all the exhibitors to facilitate their meetings.

Public visitors

Since its first edition in September 2016, tens of thousands of visitors have visited the Village. Parisians or foreigners visiting Paris inevitably go to the stand of the country or region that is close to their heart, and continue their walk following the countless discoveries. It is common to see visitors coming back to taste a dish or drink from another country, or spending an entire day chatting, eating and dancing with new friends from all over the world. Food cultures bring peace and understanding. Thanks to common dishes and traditions shared for centuries, popular cuisine demonstrates its unifying role.

Media Coverage

The large media coverage is an opportunity to showcase each country effectively and attractively. Exhibitors take care to create beautiful spaces where the visitors can discover a fine selection of products, dishes and representative books of every country or region.

June 3-6, 2021

Sustainability Food Congress



The 2021 congress & exhibition in Paris

As for books at book fairs, Sustainability Reports benefit from being seen together as a group in an exhibition. The comparisons by sectors or countries are very interesting and fruitful. A physical group exhibition of printed reports is much more useful than an individual online review of digital reports. The Sustainable Reports Exhibition and Congress will honor the teams that made the sustainability reports possible. It includes all those who are the authors, the stakeholders and the publisher.

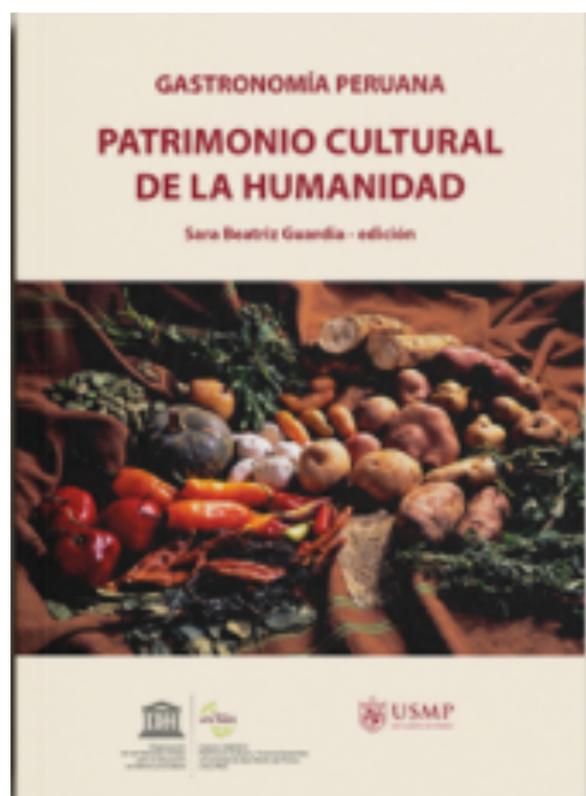
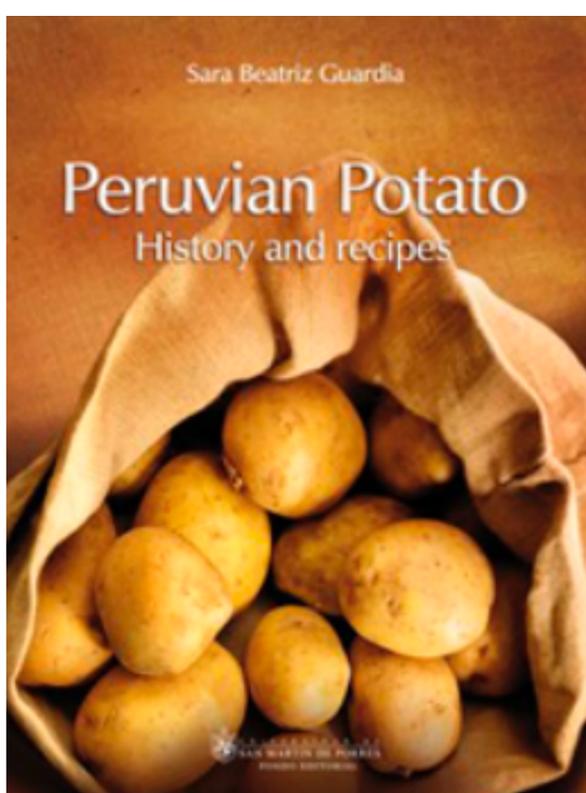
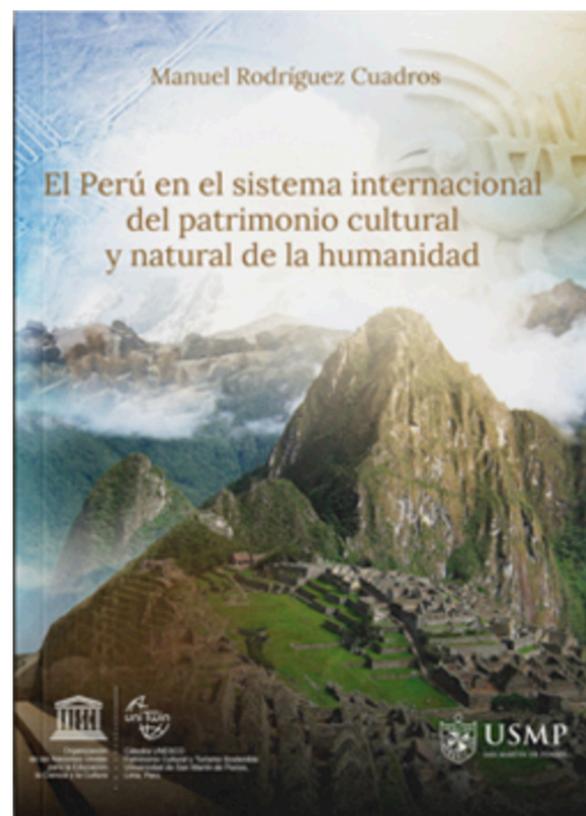


University San Martin de Porres in Lima and Hallbars cooperate

WORLD SUSTAINABILITY REPORTS EXHIBITION WILL GO TO LATIN AMERICA

The first exhibition of Sustainability Reports Posters in America will come to Lima, Peru. A cooperation agreement was signed on December 1, 2020 between the Faculty of Sciences of Communication and Sustainable Tourism, and Hallbars.

The Faculty of Sciences of Communications and Sustainable Tourism is a leader in Sustainability in Peru. It is internationally known as the leading University Press in Latin America. Its dean Johan Leuridan came to Frankfurt Book Fair 2015 to receive the Gourmand Award for Best Food Culture Publisher in the World. The UNESCO chair at USMP is part of this Faculty. Its director is Sara Beatriz Guardia, author and historian.



University San Martin de Porres in Lima and Hallbars cooperate

WORLD SUSTAINABILITY REPORTS EXHIBITION WILL GO TO LATIN AMERICA

The Hallbars posters of Sustainability Reports are currently in English and Chinese, from previous exhibitions at Alfred Nobel House Museum in Sweden and in Hangzhou, China. They will now be translated to Spanish.

These posters already include several from Latin America, for instance:

Argentina - Bodega Trivento

Chile - Vina Concha y Toro

Colombia - Daabon

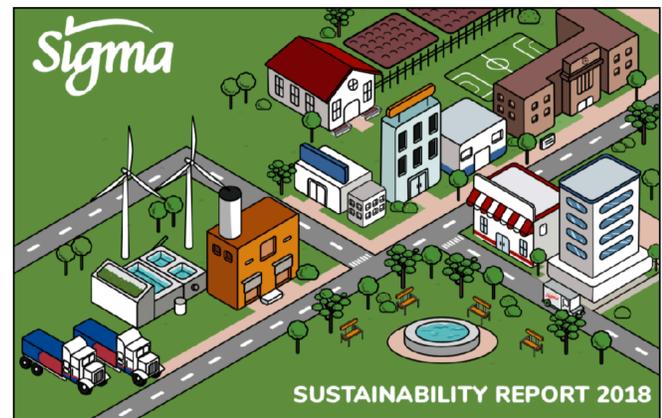
Honduras - Agrolibano

Mexico - Sigma Alimentos

and others

Inquiries about participating in this exhibition should be sent to:

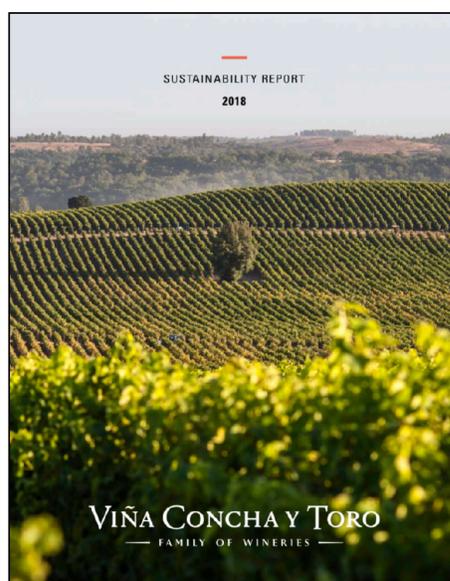
exhibition (at) hallbars.org



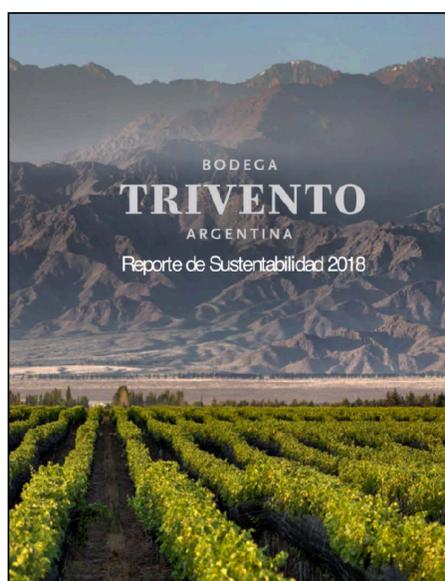
MEXICO - **Sigma Alimentos**
Sustainability Report 2018, 35 pages



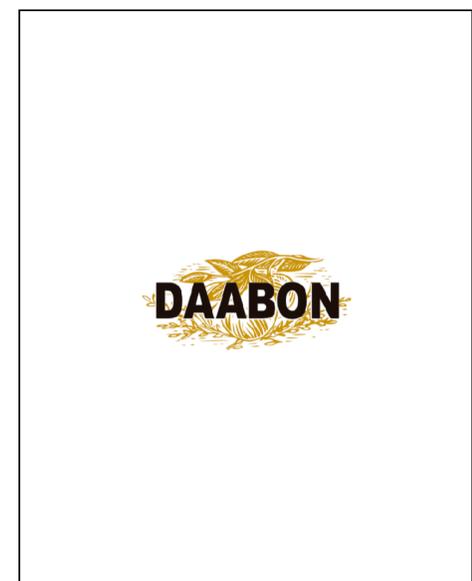
HONDURAS - **Grupo Agrolibano**
Memoria de Sostenibilidad 2016-2018, 40 pages.



CHILE - **Vina Concha y Toro**
Family of wineries. Sustainability Report 2018, 152 pages



ARGENTINA - **Trivento**
Reporte de Sustentabilidad 2018, 64 pages



COLOMBIA - **Daabon** - Reporte de Sostenibilidad 2012 -2018, 205 pages.

Posters Index

Posters from Sustainability Reports are an extremely powerful media, with great long term impact:

- They are very visual, including the cover of the report.
- The quotes from the chairman or CEO carry much energy and punch.
- Exhibited all together the posters reinforce each other.
- The visitors get a very positive message for the sustainability of the planet

We have some 200 posters ready, from 33 countries. The posters listed here are a sample.
The posters are a suggestion from Jörg Zipprick, co-founder of LaListe.com

Institutions

Vatican - Pope Francis	_____	page 20
Arctic - World Reindeer Herders	_____	page 22
Rainforest Alliance	_____	page 32
Bill & Melinda Gates Foundation	_____	page 38

Corporations

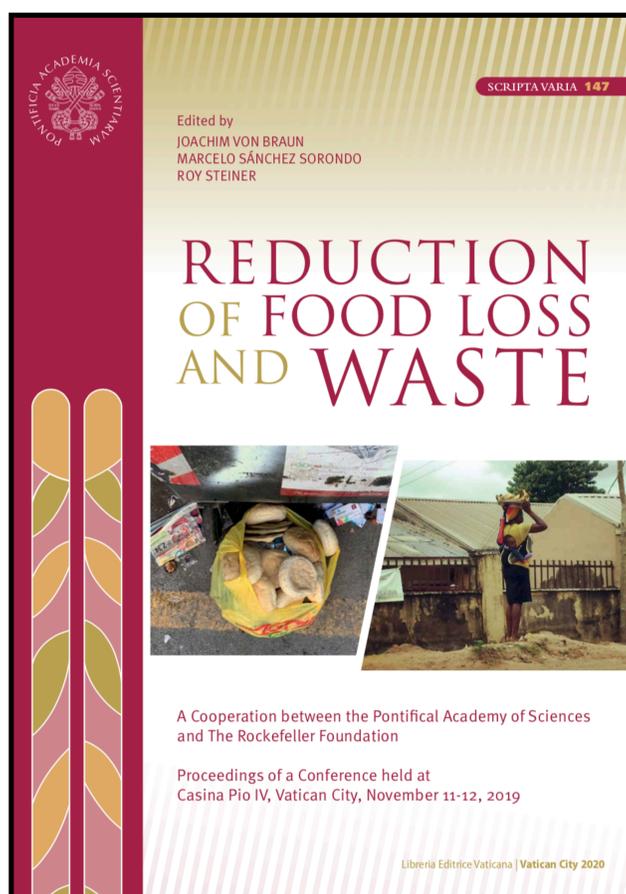
Argentina - Bodega Trivento	_____	page 44
Chile - Viña Concha y Toro	_____	page 48
Mexico - Sigma Alimentos	_____	page 50
Singapore - Banyan Tree	_____	page 52
Sri Lanka - Talawakelle	_____	page 60
Sweden - Systembolaget	_____	page 66

VATICAN

Pontificia Academia Scientiarum

**“To throw food away
means to throw
people away.”**

Pope Francis



Credit Pontificia Academia Scientiarum, Vatican - Reduction of Food Loss and Waste, page 5

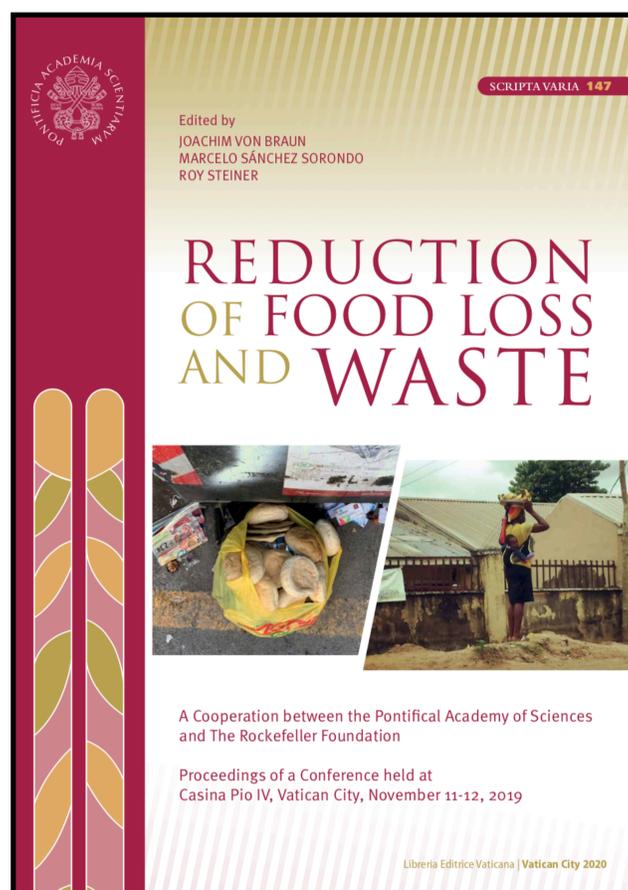
Contact : exhibition@hallbars.org www.hallbars.org

VATICAN

Pontificia Academia Scientiarum

**“Fighting against
the terrible scourge
of hunger means
also fighting waste.”**

Pope Francis



Credit Pontificia Academia Scientiarum, Vatican - Reduction of Food Loss and Waste, page 5

Contact : exhibition@hallbars.org www.hallbars.org



Ellen Inga Turi/ ICR ReindeerPortal.org

The Association of World Reindeer Herders (WRH)

The Association of World Reindeer Herders (WRH) is the global organisation for all the 24 indigenous reindeer herding peoples across the circumpolar North, with a history back to 1990. WRH is a Civil Society Organisation for nomadic pastoralist peoples, with members across 3 continents and 10 States. WRHs constituency is approx. 100 000 reindeer herders in Norway, Sweden, Finland, Russia, China, Mongolia, Alaska/USA, Canada, Greenland/Denmark and Scotland/UK. Every 4 years, the Association gathers the World Reindeer Herders' Congress, which is the organisations highest body. WRH has a World Council, an Executive Board, and an International Secretariat. WRH has Consultative NGO Status with the UN and is a Regular Observer to the Arctic Council. The Association represents the unified voice of the Nomadic Indigenous Peoples of the circumpolar North, with a clear strategy to focus on youth.

WRH in facts:

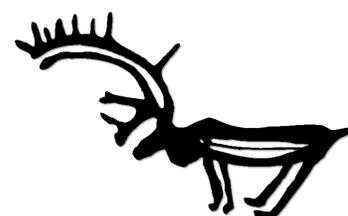
100.000 Reindeer Herders
24 indigenous ethnic groups
10 states, 3 continents
Norway
Sweden
Finland
Russia
China
Mongolia
Alaska / US
Canada
Greenland / Denmark
Scotland / UK



"Reindeer herding areas and peoples" ICR ReindeerPortal.org

By its work in the Arctic Council, the Association gained support to establish an international knowledge institution - International Centre for Reindeer Husbandry (ICR) - which was established by the Norwegian Government in 2005 by a Norwegian Parliamentary White Paper on the Arctic. The Centre works with knowledge development, traditional indigenous knowledge, people-to-people cooperation and outreach. It is operated in deliberation with the Association of World Reindeer Herders, functioning as a support secretariat. ICR enjoys wide political, scientific and civil support, and is the key knowledge institution on world reindeer herding. ICR is accredited as a research institution by the European Union, and as a UNEP Executive Agency. It is a member of University of the Arctic (UArctic), a network organisation for over 200 universities and institutes working for Arctic knowledge development and education.

By the support of the leadership of University of the Arctic, WRH and ICR together created the UArctic EALÁT Institute of Circumpolar Reindeer Husbandry (UEI) in 2011. This is a virtual network institute of 12 universities and institutes, working to address knowledge and educational challenges of world reindeer herders. This entails various research initiatives, science-based education and focus on traditional indigenous knowledge.





Kasper Fogh/ ICR ReindeerPortal.org

Our priorities and work

Arctic Reindeer Herders have already experienced +3,7 to 6,2 C degrees warming of seasonal pastures in past 30 years.

In face of the challenging Arctic horizon, our organisation has chosen our strategic priority: Our core challenge is how to use our own traditional indigenous knowledge to develop our own societies, and to avoid passive communities in face of change. We therefore prioritize to work with our societal resilience to change, capacity building for youth, and traditional food cultures.



Andreas Ousland/ ICR ReindeerPortal.org

As a novel approach for adapting to climate change, we have developed and lead an Arctic Council project entitled EALLU: Indigenous Youth, Arctic Change and Food Culture 2015-2023. This is a youth project engaging indigenous youth and their societies across the circumpolar North on the issues of traditional food systems. The project focus on our 10 000-years of culinary history in the North, documenting traditional indigenous food knowledge that mostly has not been codified in writing ever before, and investigating how this knowledge can be a foundation for development of our societies in the economical, social and holistic sense. Our report to the Arctic Council Ministerial Meeting in Alaska in 2017 won the Main Award across all categories at the 23rd International Gourmand Awards in 2018. Our pan-Arctic indigenous youth work tirelessly on with the project, despite currently challenging conditions of Covid19.

In relation to EALLU, we have developed an university-level education program called Food Innovation Leadership together with universities in Scandinavia, Russia and North-America, to provide our youth with mechanisms to develop their own novel food products, markets and economies.



We are in the process of making a joint leadership training program between us and Harvard University Kennedy School in Boston, to train our emerging and talented leaders to step up to the challenge of leading for resilience, to manage crisis, and to relentlessly pursue positive opportunities of Arctic change.

Furthermore, we are developing new educational programs on joint interest building and diplomacy with Fletcher School of Law and Diplomacy at Tufts University, Boston. Our vision includes training our youth in the field of food diplomacy, as a contribution to Arctic cooperation in difficult times.

We are also in process of creating an Arctic Indigenous Peoples' Multipurpose FoodLab at International Centre for Reindeer Husbandry in Norway. The FoodLab will fulfill different roles and functions on food production, experimentation and product development, education and training, outreach, food competitions, food festivals and so on. The FoodLab will also be *nomadic*, meaning it can be transported into the tundra, on trailers, boats etc. In the recent Norwegian White Paper on the Arctic, the Norwegian Government supports this initiative.

More information:

www.ReindeerPortal.org

Arctic change

Strategic focus

- resilience to change
- Sustainable food

EALLU - The Herd

- deliverables, books
- food innovation leadership
- ICR-Harvard training program
- food diplomacy

FoodLab

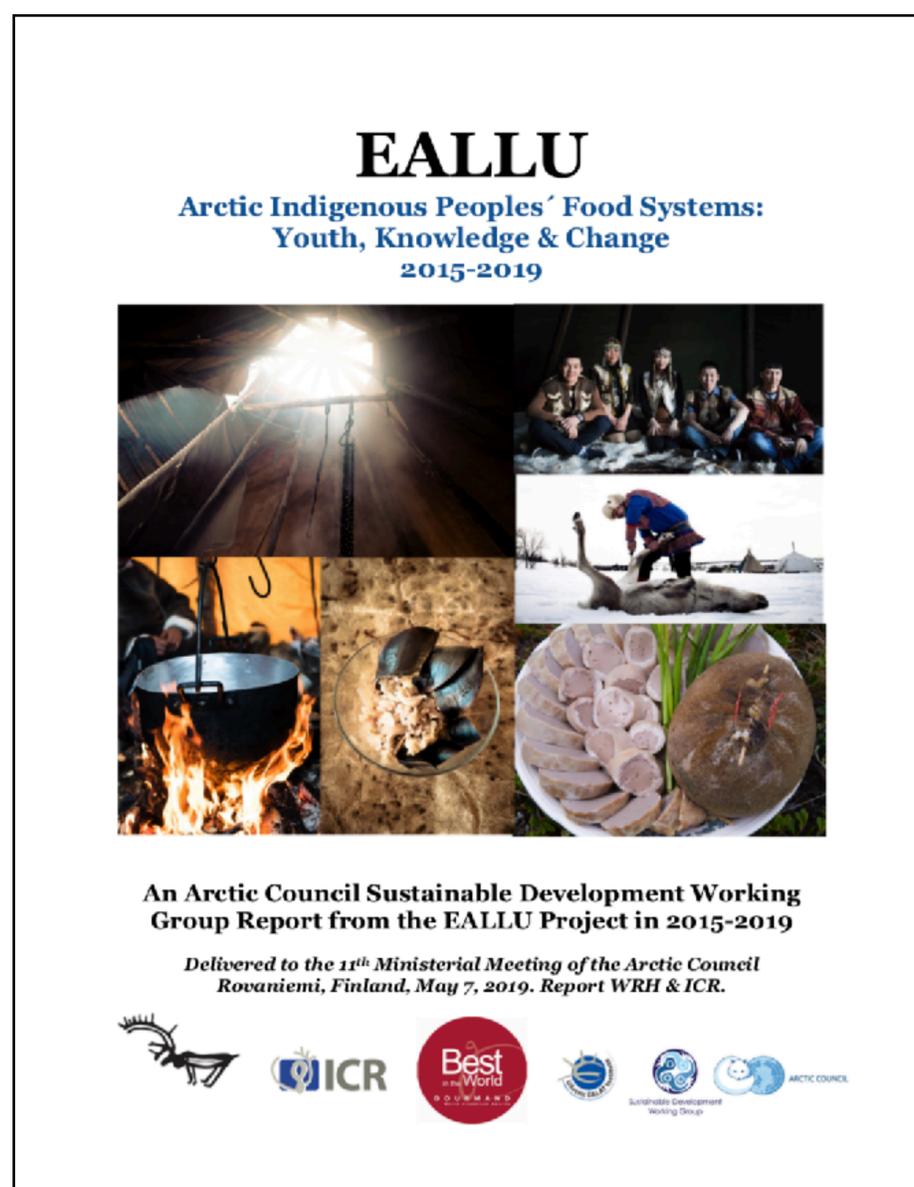
Youth engagement

ARCTIC

ASSOCIATION OF WORLD REINDEER HERDERS

“ The indigenous people of the Arctic can teach us to become more respectful of nature and of each other, which is now the condition of the survival of humanity. just as it has always been the condition of their survival in the Arctic . ”

David Cvach, Ambassador of France to Sweden, December 18, 2018



Credit : Arctic Council Sustainable Development Working Group - Eallu II - 2015-2019, Page 24.

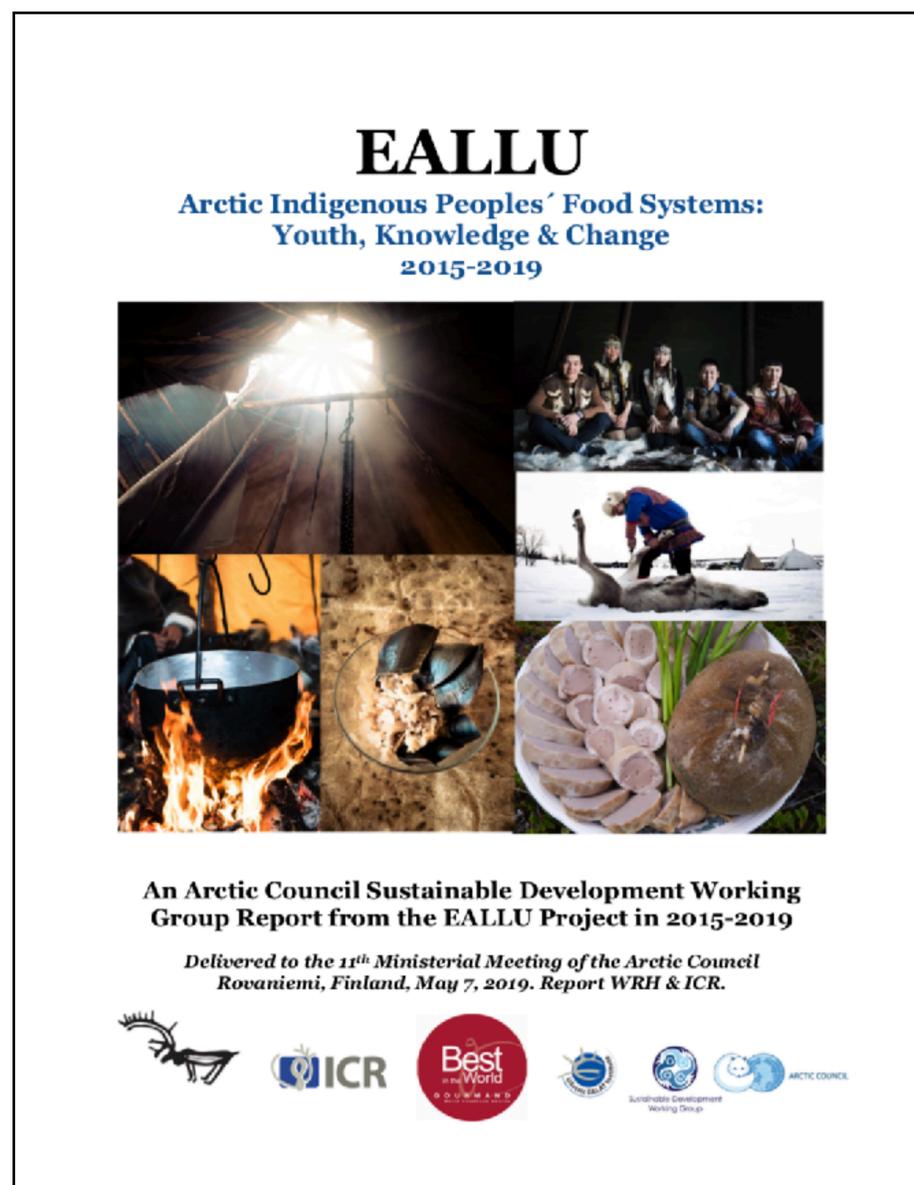
Contact : exhibition@hallbars.org www.hallbars.org

北极

世界驯鹿牧民协会

“北极土著人民可以教我们更加尊重自然和相互尊重，这是人类现在的生存条件，正如这一直是他们在北极的生存条件一样。”

David Cvach, 法国驻瑞典大使, 2018/12/18



注：北极理事会可持续发展工作组，2015-2019年度，第25页。

联系方式：exhibition@hallbars.org www.hallbars.org

ARCTIC

ASSOCIATION OF WORLD REINDEER HERDERS

“ Reindeer herding and other traditional indigenous ways of life and livelihoods are the oldest and best performing parts of circular economy.”

Association of World Reindeer Herders

Mikhail Pogodaev, PhD, Chairman of the Board (former)

Anders Oskal, MSc, Secretary General



Credit : Arctic Council Sustainable Development Working Group - Eallu II - 2015-2019, Page 24.

Contact : exhibition@hallbars.org www.hallbars.org

北极

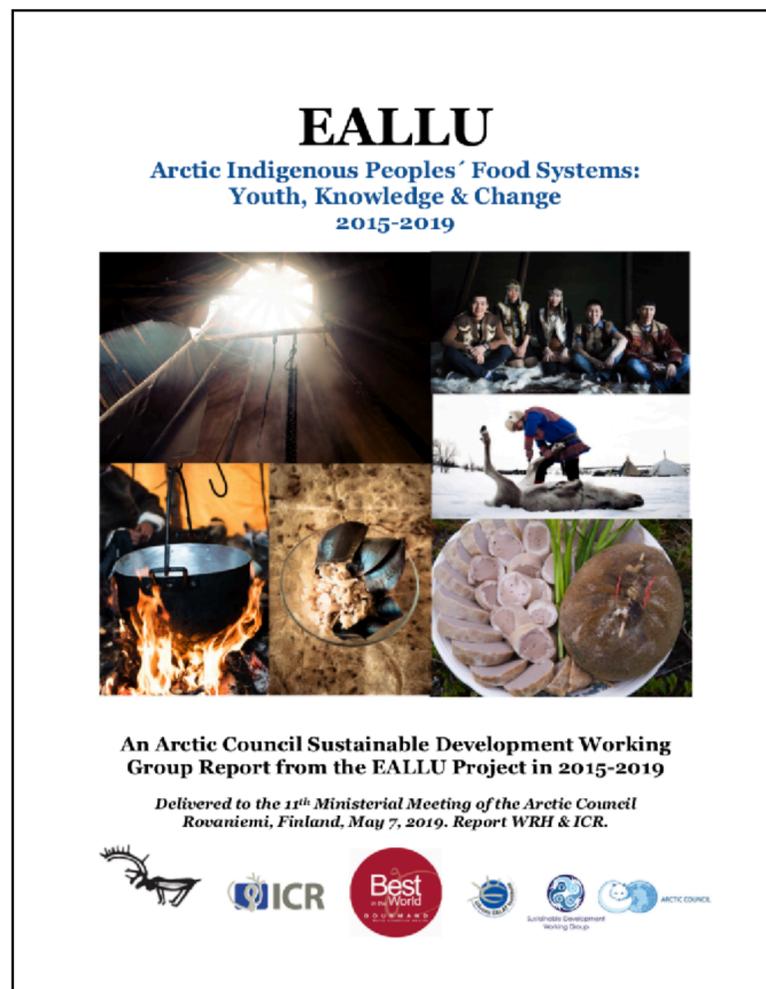
世界驯鹿牧民协会

“驯鹿放牧和其他传统的土著生存方式是循环经济中最古老、展现地最好的一部分。”

世界驯鹿牧人协会

Mikhail Pogodaev博士，董事会主席(前)

Anders Oskal, MSc, 秘书长



注：北极理事会可持续发展工作组，2015-2019年度，第25页。

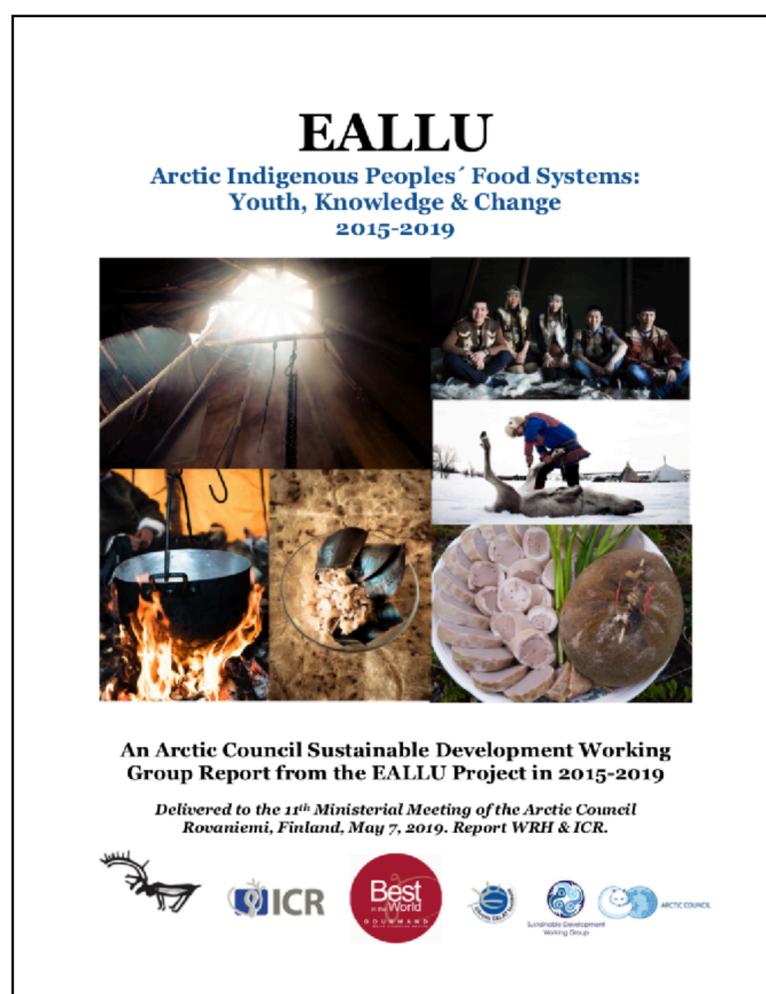
联系方式：exhibition@hallbars.org www.hallbars.org

ARCTIC

ASSOCIATION OF WORLD REINDEER HERDERS

" Our time in history is a time of climate change, a time of globalisation, and a time when international unity has never been needed more. "

Per- Johan "Pelle" Agorelius,
Curator , Sustainability reports exhibition at Alfred Nobel House



Credit : Arctic Council Sustainable Development Working Group - Eallu II - 2015-2019, Page 25.

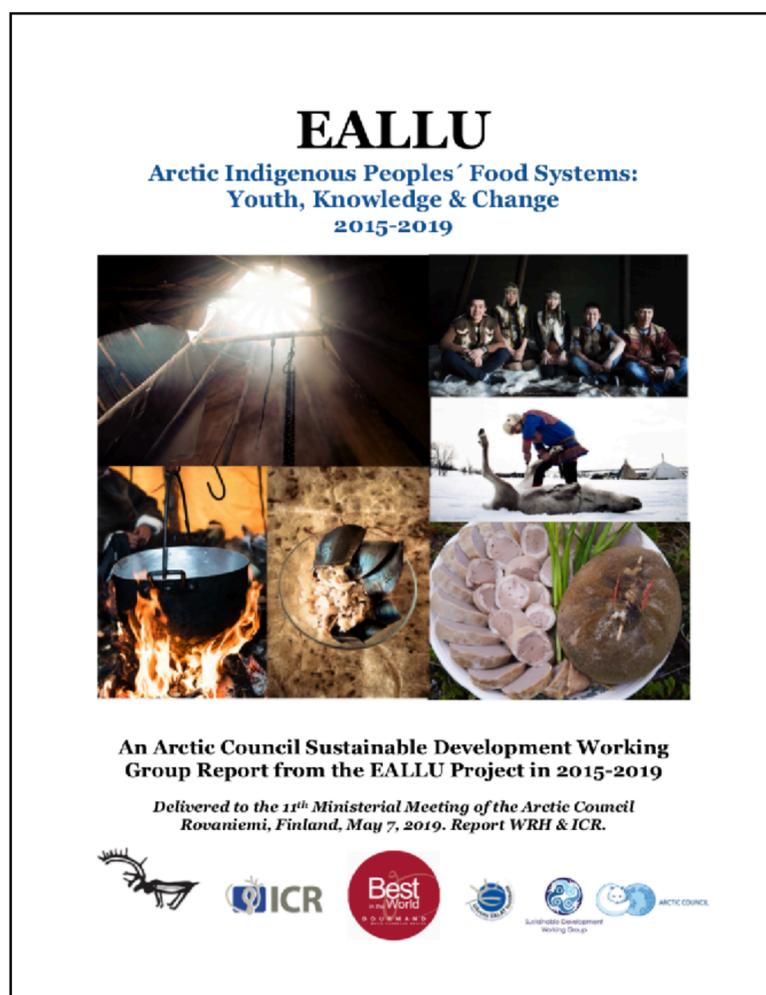
Contact : exhibition@hallbars.org www.hallbars.org

北极

世界驯鹿牧民协会

“我们现在所处的时代是一个气候变化的时代，一个全球化的时代，一个前所未有的需要国际团结的时代。”

Per- Johan "Pelle" Agorelius,
策展人，诺贝尔纪念馆可持续发展报告展览



注：北极理事会可持续发展工作组，2015-2019年度，第25页。

联系方式：exhibition@hallbars.org www.hallbars.org



Rainforest Alliance



We are the Rainforest Alliance

At the Rainforest Alliance we combat climate change, protect forests and biodiversity, promote human rights, and improve livelihoods. The enormity of the social and environmental challenges we are facing requires working together in a broad alliance. This is why we bring farmers, forest communities, companies, and consumers together to change the way the world produces, sources, and consumes.

To protect nature and improve lives it's becoming increasingly urgent that we approach the way we use our land and produce food and other products in more sustainable ways. For this to succeed we need to fundamentally change the way that businesses operate and source, and the choices we all make as consumers.

Our growing global alliance aims to transform our relationship with our natural resources and each other, to create a better future for people and nature together.

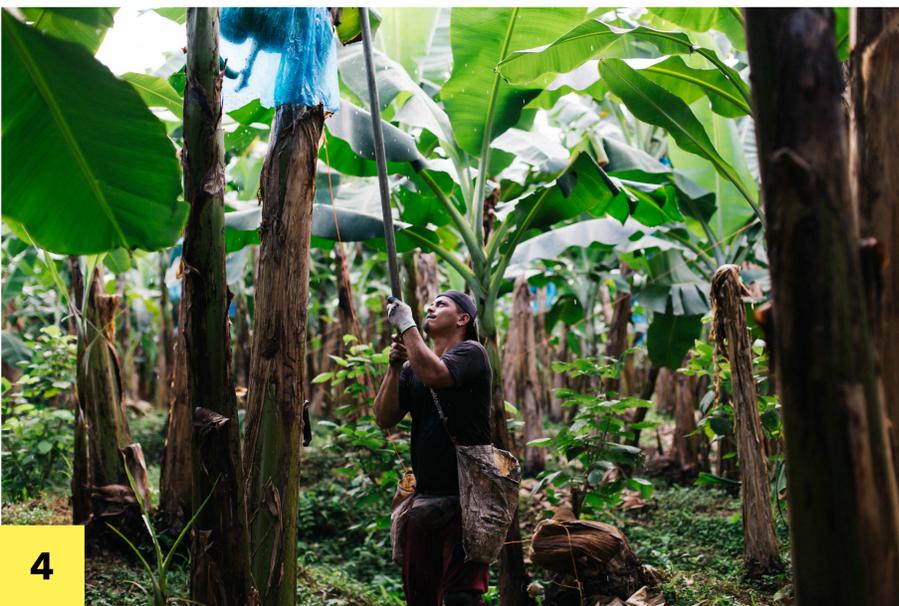




3

1. The border between a severely degraded landscape in Belize (left) and a community forestry concession in Guatemala's Maya Biosphere Reserve (right). The MBR's concessions have achieved astonishing forest conservation through sustainable enterprise.

Credit: Rainforest Alliance



4

2. Workers apply compost to young tea plants on a farm in India.

Credit: Rainforest Alliance

3. Forewoman Yuriria Hernandez Velasco saws boards at a woodworking shop in Mexico. A consortium of local forest communities owns the workshop, where furniture, flooring, doors, and other products are made from sustainably harvested timber.

Credit: Michael Toolan



5

4. A worker harvests bananas on Platanera Río Sixaola in Costa Rica. Rainforest Alliance Certified since 1992, the farm demonstrates what can be achieved for workers and nature through a deep commitment to continuous improvement.

Credit: Sustainable Agriculture Network

5. Cocoa farmers gather for field training in Côte d'Ivoire. Training in more sustainable farming, social, and environmental practices helps farmers achieve certification.

Credit: Giuseppe Cipriani

We partner with:

- farmers to improve farming practices, protect the environment, and improve livelihoods;
- forest communities to improve forest management, protect biodiversity, and empower smallholders;
- companies to make responsible business the new normal;
- consumers to help them make better choices and be part of the solution;
- governments to encourage them to adopt policies that enable sustainability improvements and commitments.

Find out more and how you can join our alliance at <https://www.rainforest-alliance.org>

RAINFOREST ALLIANCE

“ The health of an ecosystem and the well-being of those who live in and around it are inseparable ”.

**Daniel Katz
Board Chair
Rainforest Alliance**



Credit : Rainforest Alliance report 2019.

Contact : exhibition@hallbars.org www.hallbars.org

雨林联盟

“生态系统的健康和生活在生态系统内及周围的人的福祉是不可分割的”。

Daniel Katz
董事会主席
雨林联盟



注：雨林联盟，2019年年度报告。

联系方式：exhibition@hallbars.org www.hallbars.org

RAINFOREST ALLIANCE

“ Together, and only together, we can create a world where people and nature thrive in harmony. ”

**Daniel Katz
Board Chair
Rainforest Alliance**



Credit : Rainforest Alliance report 2019, last words page 5.

Contact : exhibition@hallbars.org www.hallbars.org

雨林联盟

“只有共同努力，我们才能
创造一个人与自然和谐相处
的世界。”

Daniel Katz
董事会主席
雨林联盟



注：雨林联盟，2019年年度报告，第5页。

联系方式：exhibition@hallbars.org www.hallbars.org

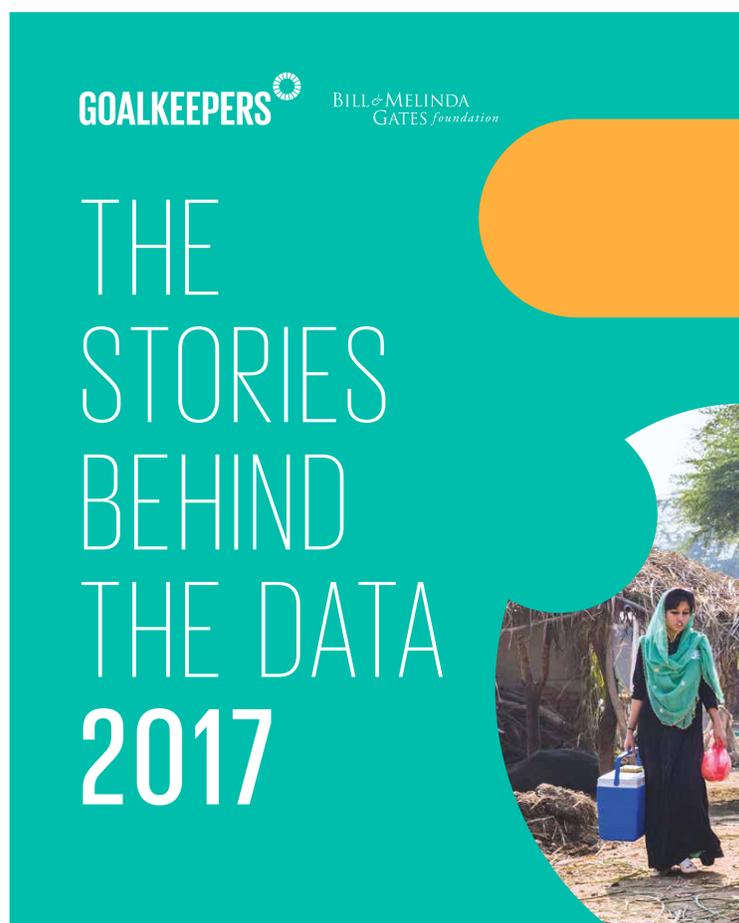
Bill & Melinda Gates Foundation

Goalkeepers is dedicated to accelerating Progress towards the global goals.

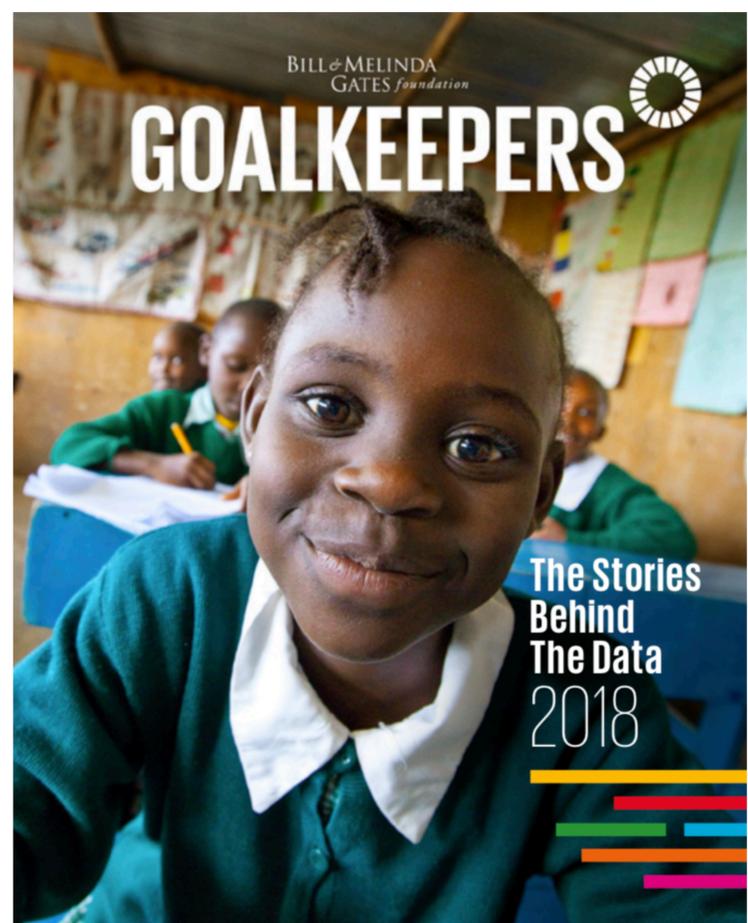
In 2015, world leaders agreed to 17 Global Goals for Sustainable Development to achieve a better world by 2030. Started by the Bill & Melinda Gates Foundation, Goalkeepers is a catalyst for action toward these goals—bringing together leaders from around the world to accelerate progress toward ending poverty and fighting inequality.

Progress is possible, but it is not inevitable. Despite remarkable advances in the fight against poverty, inequality, and disease, the job is far from finished.

Goalkeepers is dedicated to accelerating progress towards the Global Goals: using powerful stories, data, and partnerships to highlight progress achieved, hold governments accountable and bring together a new generation of leaders to address the world's major challenges.



Bill & Melinda Gates Foundation.
The stories behind the data 2017
Goalkeeper Report 2017, 43 pages.



Bill & Melinda Gates Foundation.
The stories behind the data 2018
Goalkeeper Report 2018, 53 pages.

Bill & Melinda Gates Foundation

The inaugural Goalkeepers event in 2017 hosted a diverse group of leaders. Speakers, including Prime Minister Justin Trudeau, President Barack Obama, and Malala Yousafzai, shared their stories of bold leadership and innovative solutions that are driving progress on the Global Goals.

In 2018, Goalkeepers focused on youth population growth that will affect future world progress. If countries invest in the health and education of their young people, we will unlock productivity and innovation, cut poverty, and generate further prosperity. But if we ignore young people's potential, we risk jeopardizing the progress that has been made - going backwards on gender equity, political stability, health outcomes, and economic prosperity.

For 2019, the focus was on the challenge of fighting global inequality to ensure no one is left behind. Every person should have an equal opportunity to lead a healthy, productive life. Addressing the inequalities that create disadvantages and hurdles for many is vital if we hope to accelerate progress.



Bill & Melinda Gates Foundation.
Covid-19. A Global Perspective
Goalkeeper Report 2020, 44 pages.



Bill & Melinda Gates Foundation.
Examining Inequality
Goalkeeper Report 2019, 60 pages.

USA

BILL & MELINDA GATES FOUNDATION

“ Goalkeepers is our annual report card on the world's progress towards the Sustainable Development Goals SDG 17 of the United Nations for 2030. ”

**Bill & Melinda Gates
Co Chairs
Bill & Melinda Gates Foundation**



Credit : United Nations, Bill & Melinda Gates Foundation report 2019, page 2.

Contact : exhibition@hallbars.org www.hallbars.org

美国

“联合国各成员国承诺到2030年实现17个可持续发展目标（SDGs），我们每年一度的《目标守卫者报告》旨在追踪全球在这些宏大的目标上取得的进展。”

比尔和梅琳达·盖茨公司主席
比尔和梅琳达·盖茨基金会

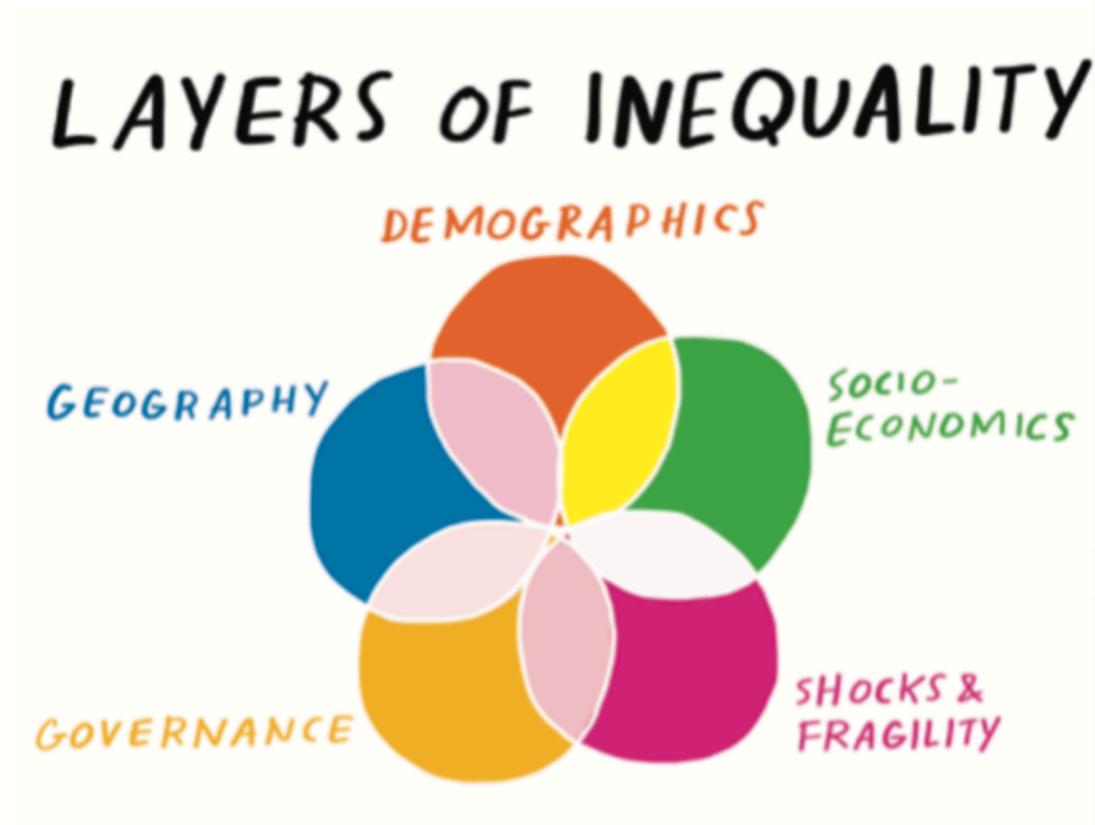


注：比尔和梅琳达盖茨基金会2019年报告，第2页。

联系方式: exhibition@hallbars.org www.hallbars.org

USA

BILL & MELINDA GATES FOUNDATION



Credit : United Nations, Bill & Melinda Gates Foundation report 2019, page 4.

Contact : exhibition@hallbars.org www.hallbars.org

美国

不平等问题多个层面

不平等问题多个层面



注：比尔和梅林达盖茨基金会2019年报告，第4页。
联系方式: exhibition@hallbars.org www.hallbars.org

ARGENTINA
TRIVENTO

“ In 2018, Sustainability became the basis of our business. We have a comprehensive and powerful focus to generate value that impact first in our corporation and then on society .”

Santiago Ribisich, General Manager



Credit - Trivento, Informe de Sostenibilidad 2018, Page 3.

Contact : exhibition@hallbars.org www.hallbars.org

阿根廷

BODEGA TRIVENTO

“2018年，可持续发展成为我们业务的基础。我们利用这个全面和强大的焦点来创造价值，它首先影响我们的公司，然后影响社会。”

Santiago Ribisich, 总经理



注： Trivento, 2018年可持续发展报告， 第3页。

联系方式： exhibition@hallbars.org www.hallbars.org

ARGENTINA
TRIVENTO

“ Building a sustainable future implies collaborating to build a more responsible, just, educated and inclusive society. ”

Santiago Ribisich, General Manager



Credit - Trivento, Informe de Sostenibilidad 2018, Page 5.

Contact : exhibition@hallbars.org www.hallbars.org

阿根廷

BODEGA TRIVENTO

“建设可持续的未来意味着要通过合作建设一个更负责任、更公正、更有教养和包容性的社会。”

Santiago Ribisich, 总经理



注： Trivento, 2018年可持续发展报告， 第5页。

联系方式： exhibition@hallbars.org www.hallbars.org

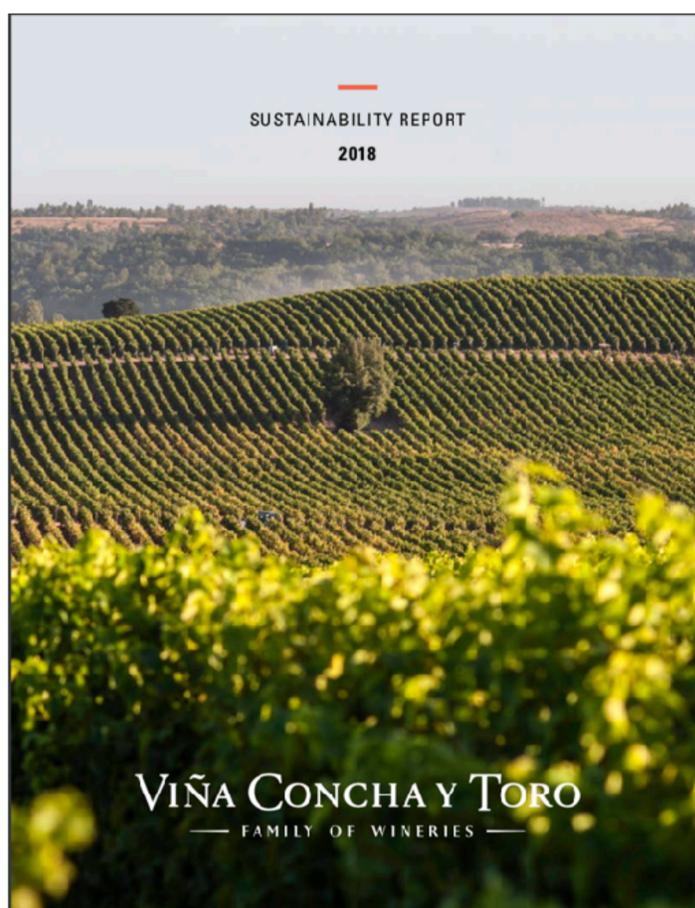
CHILE

VINA CONCHA Y TORO

3.596 Employees

**"A deep sense of
responsibility and
commitment to future
generations."**

**Alfonso Larraín Santa María
Chairman of Viña Concha y Toro**



Credit : Vina Concha y Toro, Sustainability Report 2019, page 9.Last words of Chairman letter.

Contact : exhibition@hallbars.org www.hallbars.org

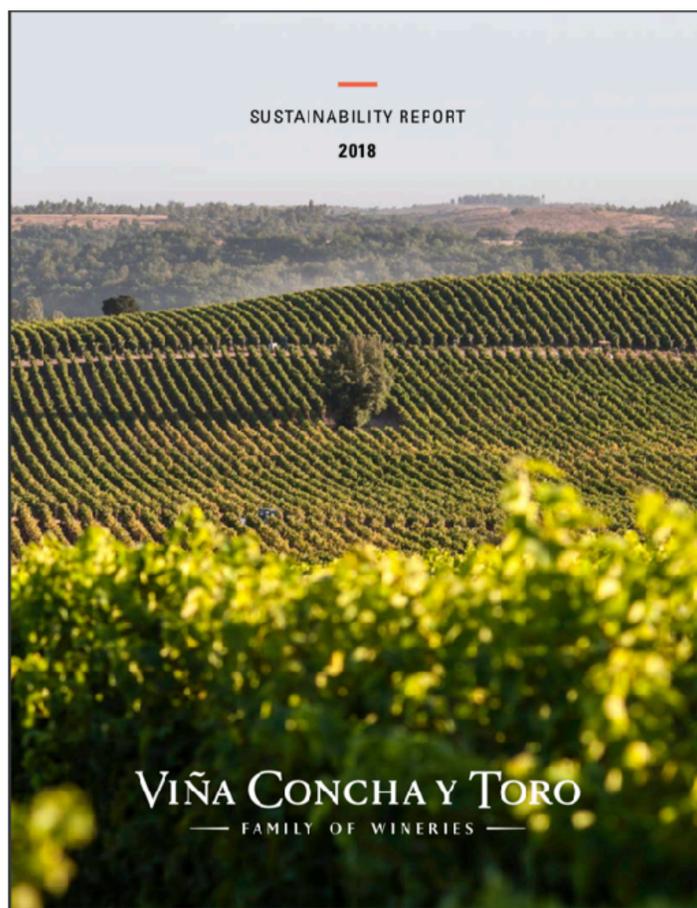
智利

智利干露酒庄

3,596 名雇员

“对子孙后代的深切责任感和承诺。”

Alfonso Larraín Santa María 董事长



注：智利干露酒庄，2019年可持续发展报告，第9页。

联系方式：exhibition@hallbars.org www.hallbars.org

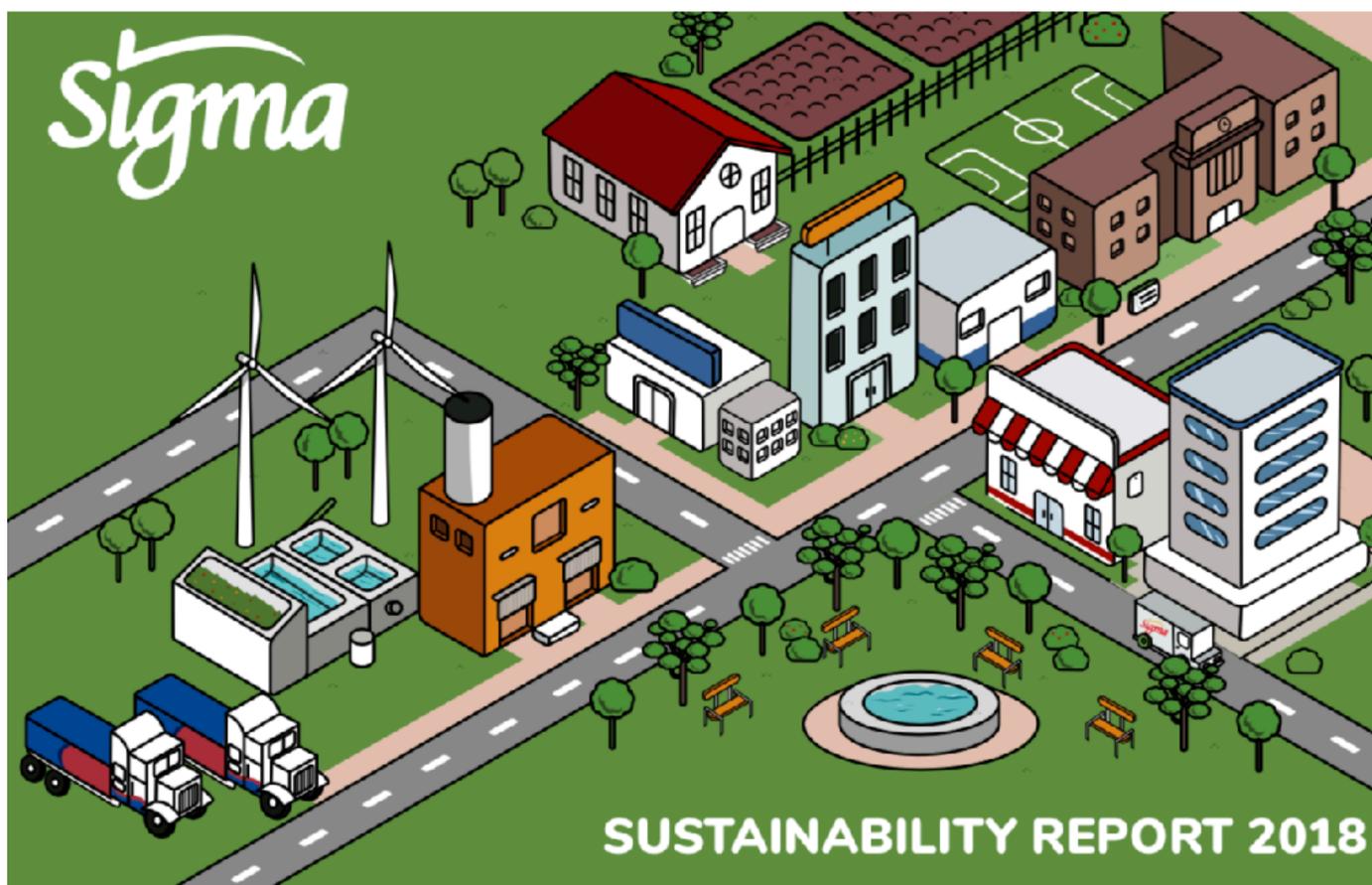
MEXICO

SIGMA ALIMENTOS

45.000 Employees

“ Our focus over the past decade has been to promote sustainable development. ”

Mario H. Paéz, CEO



Credit : Sigma Sustainability Report 2018, Page 3.

Contact : exhibition@hallbars.org www.hallbars.org

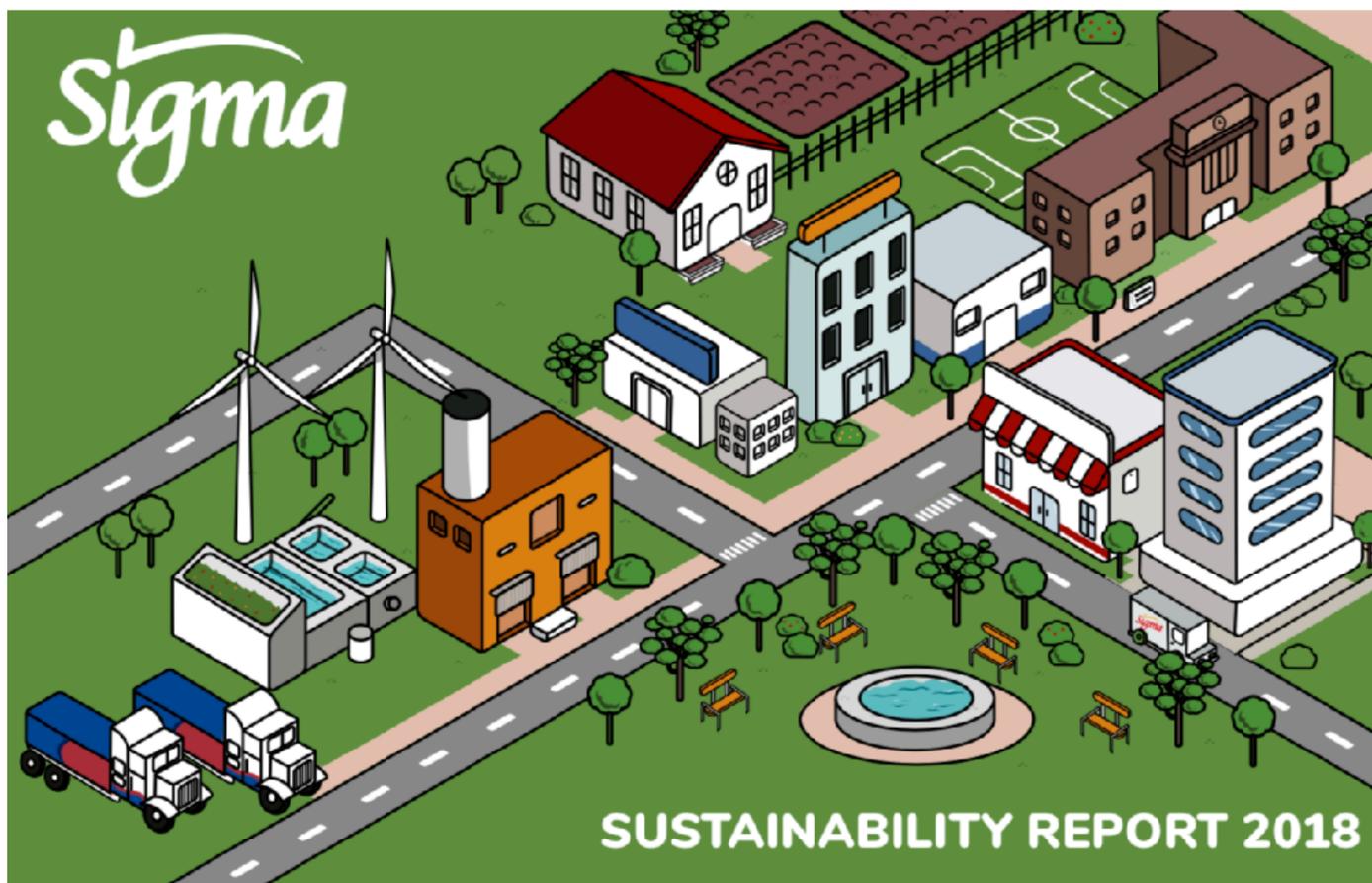
墨西哥

SIGMA ALIMENTOS

45.000 名雇员

“过去十年，我们的重点一直是促进可持续发展。”

Mario H. Paéz, 首席执行官



注：Sigma 2018年可持续发展报告，第3页。

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Banyan Tree Holding Limited

Reporting for the greater good



Phuket Laguna Before. Photo Banyan Tree.



Phuket Laguna after rehabilitation. Photo Banyan Tree.

Thirty years ago, the founders of Banyan Tree Holdings Limited (“Banyan Tree” or “the Group”) purchased a vast expanse of coastal land in Phuket, Thailand punctuated by lagoons of the most intense cobalt blue. Only to discover that its beauty came not from Mother Nature, but the pollution by the previous tenant, a tin mine. Rather than walk away, they dedicated themselves to cleansing the acid-laden soil by planting more than 7,000 trees. In doing so, they transformed this ecological wasteland into the first environmentally sensitive Banyan Tree resort in 1994. Since those beginnings, a commitment to responsible travel and stewardship, along with the romance of travel, has remained at the core of our business today.

With the call to arms of embracing the environment and empowering the people, Banyan Tree seeks to continue being an agent of social and economic development through responsible tourism. A key part of this mission is to communicate our efforts, engaging with guests, communities and others in the industry to inspire them to start their own sustainability journey. This began in the form of our first sustainability report in 2006, a voluntary effort to share the Group’s core values and progress since inception, 10 years before the Singapore Exchange introduced formal reporting as a requirement for all publicly listed companies. Since then, Banyan Tree has issued sustainability reports on a yearly basis, which can be found at <http://investor.banyantree.com/financial.html>.

In addition to annual reports, we also produce quarterly e-newsletters summarising key efforts towards our broader sustainability goals and objectives, carried out at our properties around the globe. Titled Rooted, each issue provides a snapshot of our collective efforts and the innovative and diverse sustainability programmes we coordinate with our stakeholders. Rooted e-newsletters can be read here: <https://www.banyantreeglobalfoundation.com/stories-we-share/>

On Earth Day 2020, we marked the occasion with the launch of Banyan Tree’s 25th anniversary commemorative book ‘Rooted in Sustainability’, which traverses the emotional architecture underpinning our 25-year sustainability journey. The book unveils some of the humble faces that make up the Group’s family and highlights heartwarming accounts of cultural heritage and biodiversity protection, women empowerment and uplifting artisans’ livelihoods. Through this, we hope to provide a sustainability roadmap for other businesses seeking to expand their scope of responsibility. A copy of the book is available at <http://investor.banyantree.com/sustainability.html>.



Tree Planting. Photo Banyan Tree.



Tree Planting. Photo Banyan Tree.

All sustainability publications issued by the Group are managed and produced by the Banyan Tree Global Foundation (BTGF). Established in 2009, BTGF is the Group’s non-profit arm and an integral part of Banyan Tree’s management framework that focuses on directing social and environmental responsibility across all our properties. At the same time, each Banyan Tree property has a designated sustainability representative and committee that meets monthly and supports Group initiatives. Most important are our associates, who are key to carrying out Group and property programmes. In 2019 alone, Banyan Tree’s associates collectively contributed 47,299 volunteer hours in participation of group-wide sustainability activities, such as community home visits, tree planting and environmental clean-ups. In our engagement with guests, we employ a sustainable financing mechanism called the Green Imperative Fund, where we dollar-match donations from guest stays. These funds support social and environmental initiatives through our Stay for Good programme to benefit natural and cultural heritage in the countries where we operate.

For Banyan Tree, the message is clear: through partnerships, business and communities can create more value than the sum of their individual parts. Our future objectives centre on the concept that no single element of society can bring about long-term sustainable prosperity, but all must work together in cohesion, to bring about important changes needed, and encourage positive mindsets and behaviour. As one of the fastest growing industries on our planet, tourism can play a major role in this. The key is to make sure that tourism is regulated and managed responsibly, to avoid making a negative impact on communities and the environment. This can only be done through effective communication and engagement with stakeholders, so we can achieve greater collective impact “for good”.



Marine Conservation. Photo Banyan Tree.



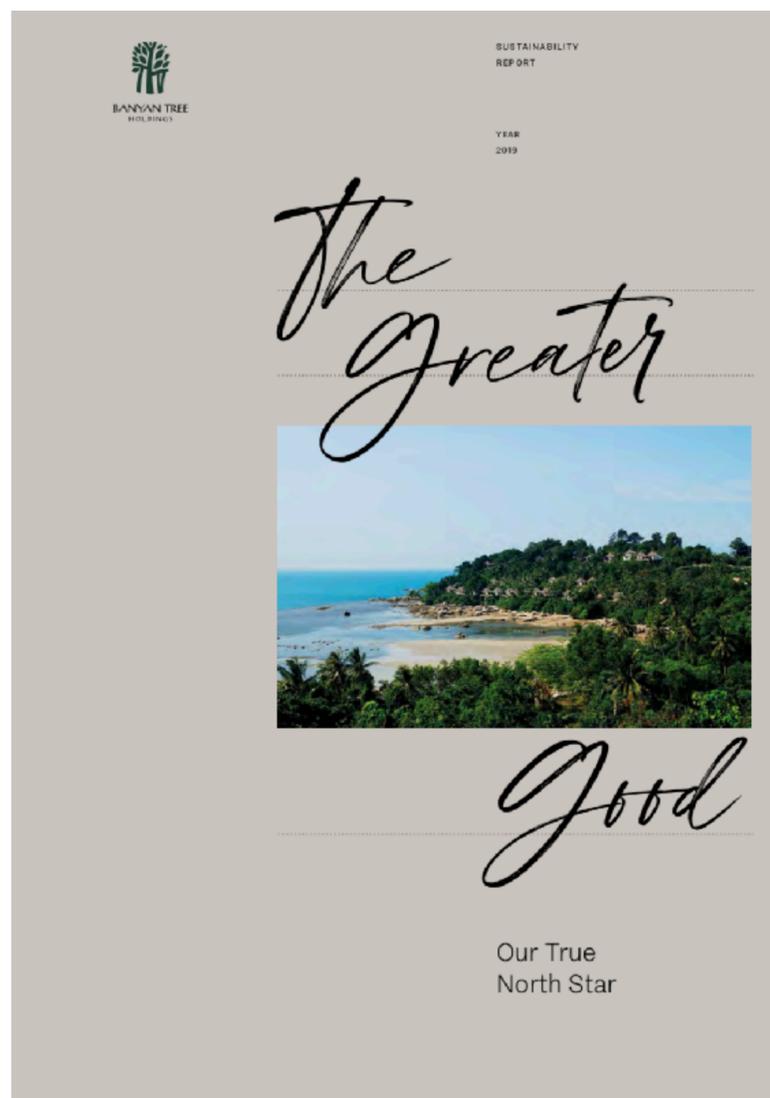
SINGAPORE

BANYAN TREE

4.617 Employees

“We position ourselves in the tourism industry as agents of positive change, remaining true to our core value of sustainable development.”

Ho KwonPing, Executive Chairman



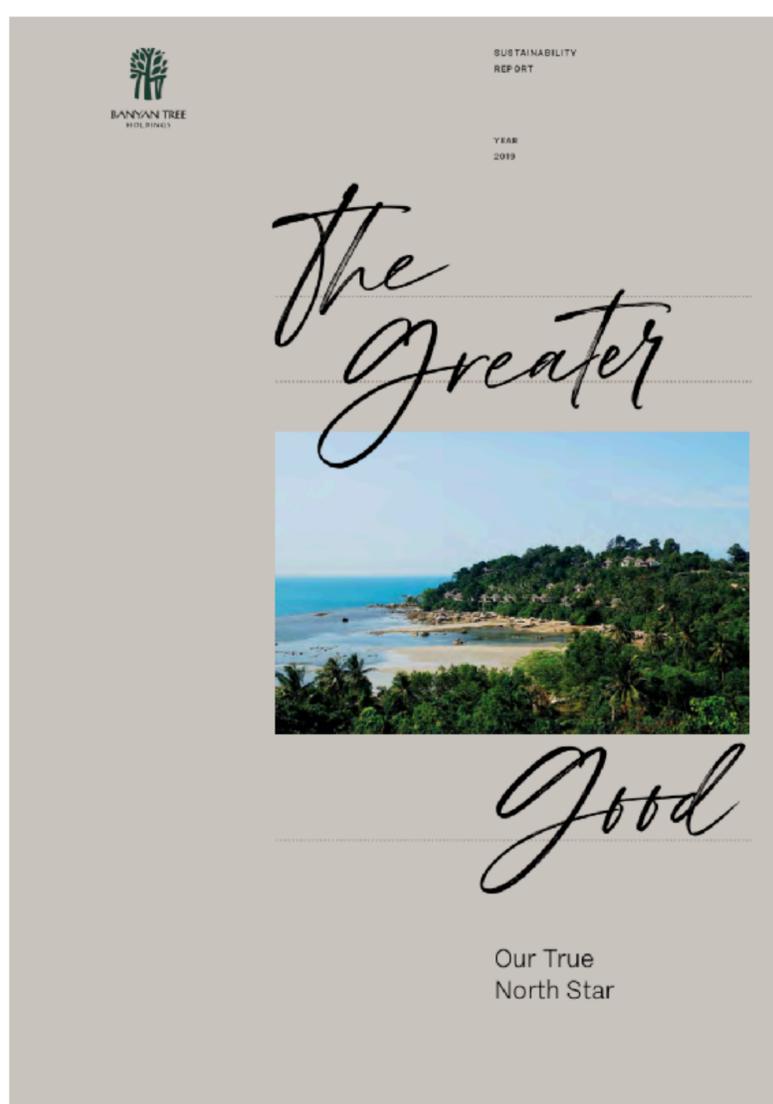
Credit : Banyan Tree Sustainability report 2019, page 4.

Contact : exhibition@hallbars.org www.hallbars.org

新加坡
悦榕集团
4,617 名雇员

“在旅游业中，我们将自己定位为积极变革的推动者，坚守可持续发展的核心价值。”

何光平，创始人



注：悦榕集团2019年可持续发展报告，第4页。

联系方式：exhibition@hallbars.org www.hallbars.org

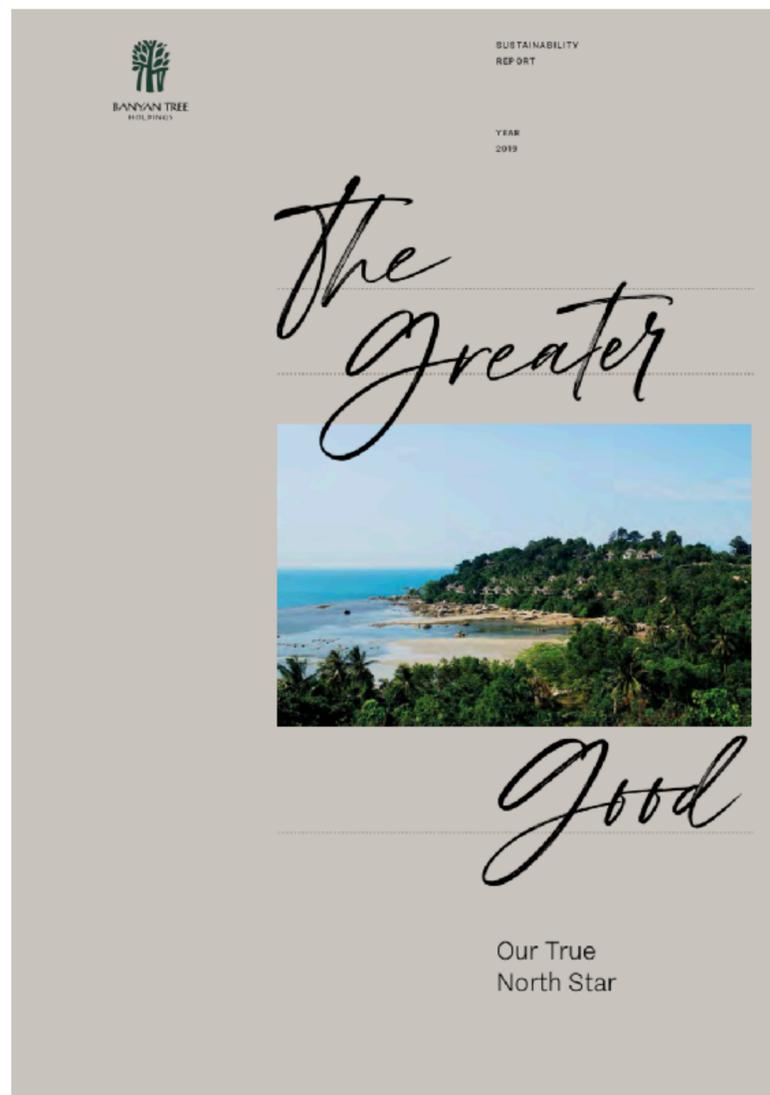
SINGAPORE

BANYAN TREE

4.617 Employees

“We have held our belief in sustainability dear for 25 years, and continuing to do so we hope this is only the beginning of a legacy that will continue many more years.”

Claire Chiang, Chairperson



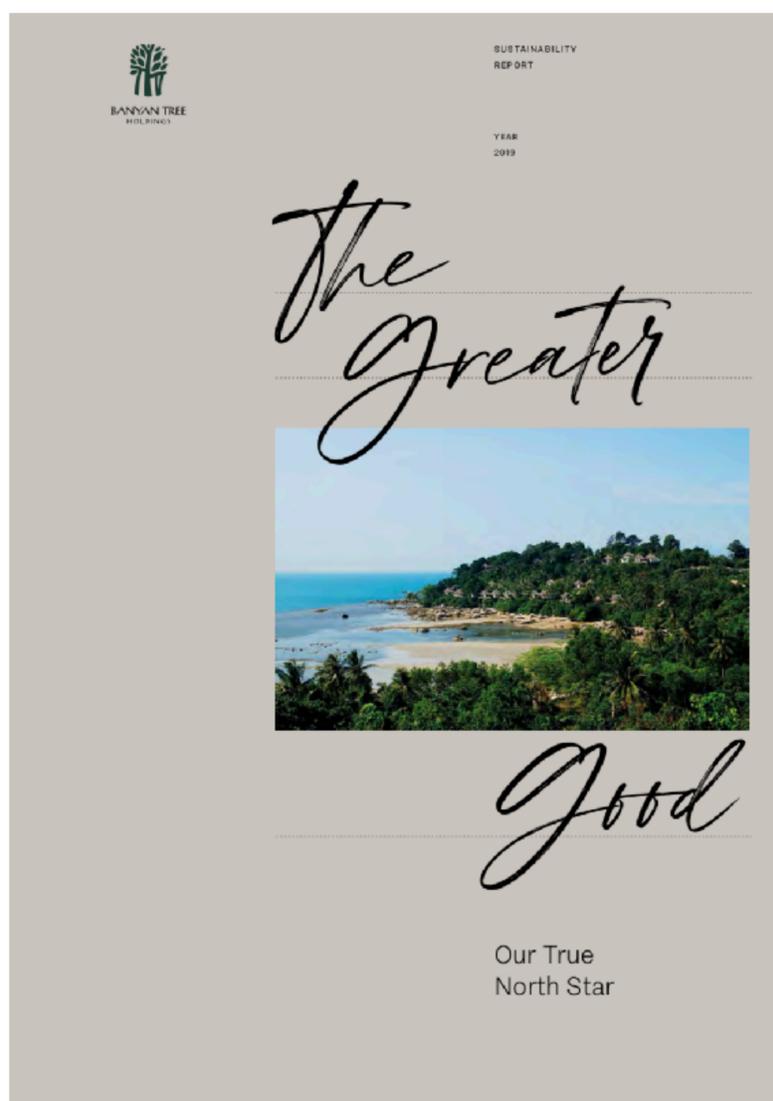
Credit : Banyan Tree Sustainability report 2019, page 4.

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新加坡
悦榕集团
4,617 名雇员

“我们对可持续发展的信念已经坚持了25年，并将继续这样做，我们希望这只是一个遗留的开始，它将持续很多年。”

张齐娥，创始人，高级副总裁



注：悦榕集团2019年可持续发展报告，第4页。

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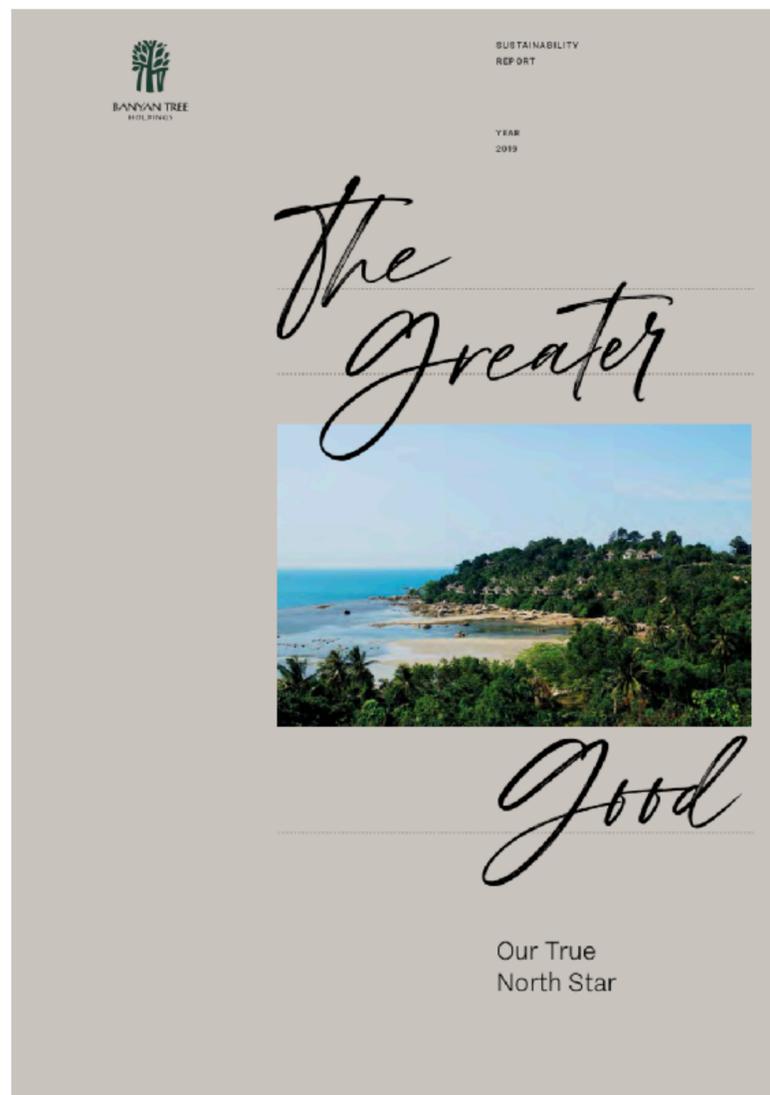
SINGAPORE

BANYAN TREE

4.617 Employees

**“We want to be the best,
most respected, independent,
multi-branded hospitality
group, driven by design.”**

Ho KwonPing, Executive Chairman



Credit : Banyan Tree Sustainability report 2019, page 4.

Contact : exhibition@hallbars.org www.hallbars.org

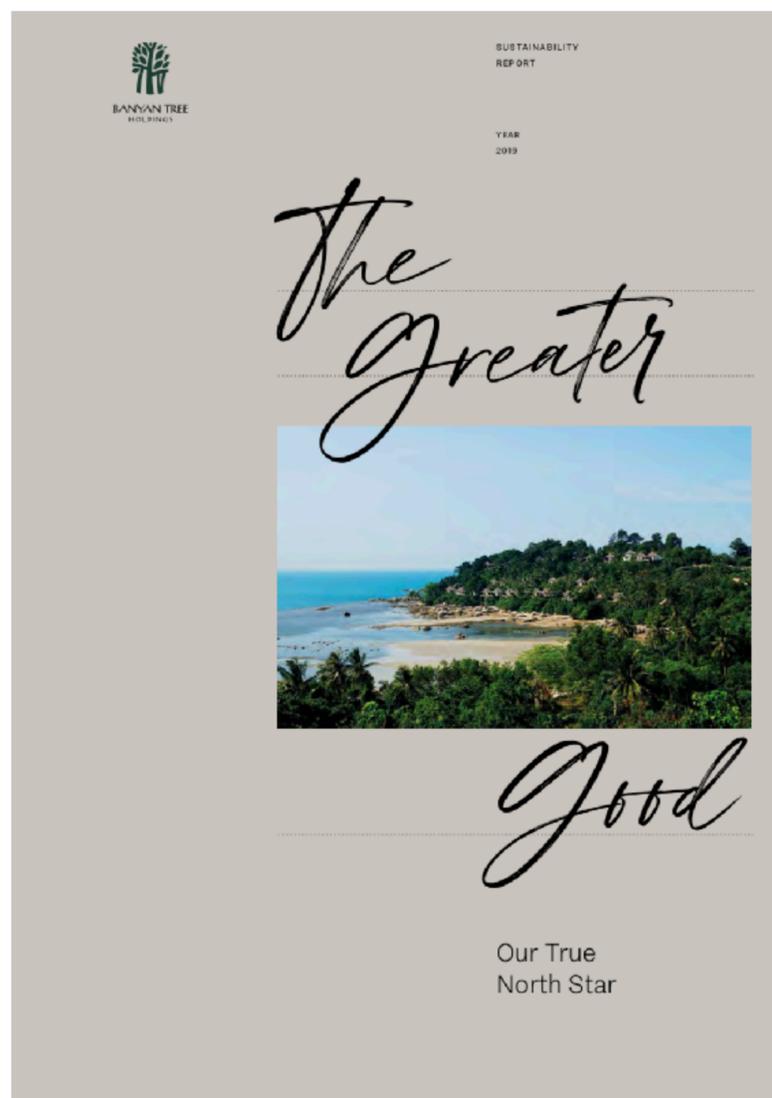
新加坡

悦榕集团

4,617 名雇员

“我们希望成为最好的、最受尊敬的、独立的、多品牌的酒店集团，这一切都以设计为动力。”

何光平, 创始人



注：悦榕集团2019年可持续发展报告，第4页。

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SRI LANKA

TALAWAKELLE TEA ESTATE

**“Our Vision - To be the
most admired
plantation in Sri Lanka.”**

Talawakelle Tea Estates



Credit : Talawakelle Tea Estates Annual report 2018-2019 Page 9 .

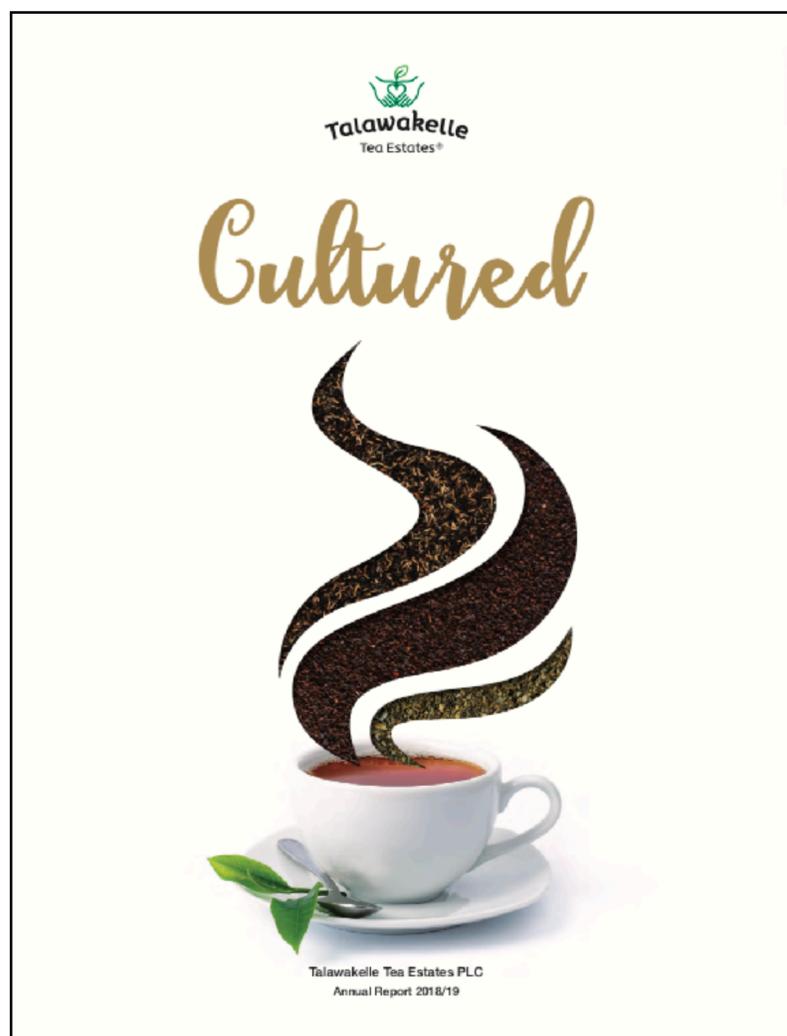
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斯里兰卡

TALAWAKELLE TEA ESTATE

“我们的愿景——成为斯里兰卡最令人羡慕的种植园。”

Talawakelle Tea Estates



注：Talawakelle Tea Estates 2018-2019年年度报告，第9页。

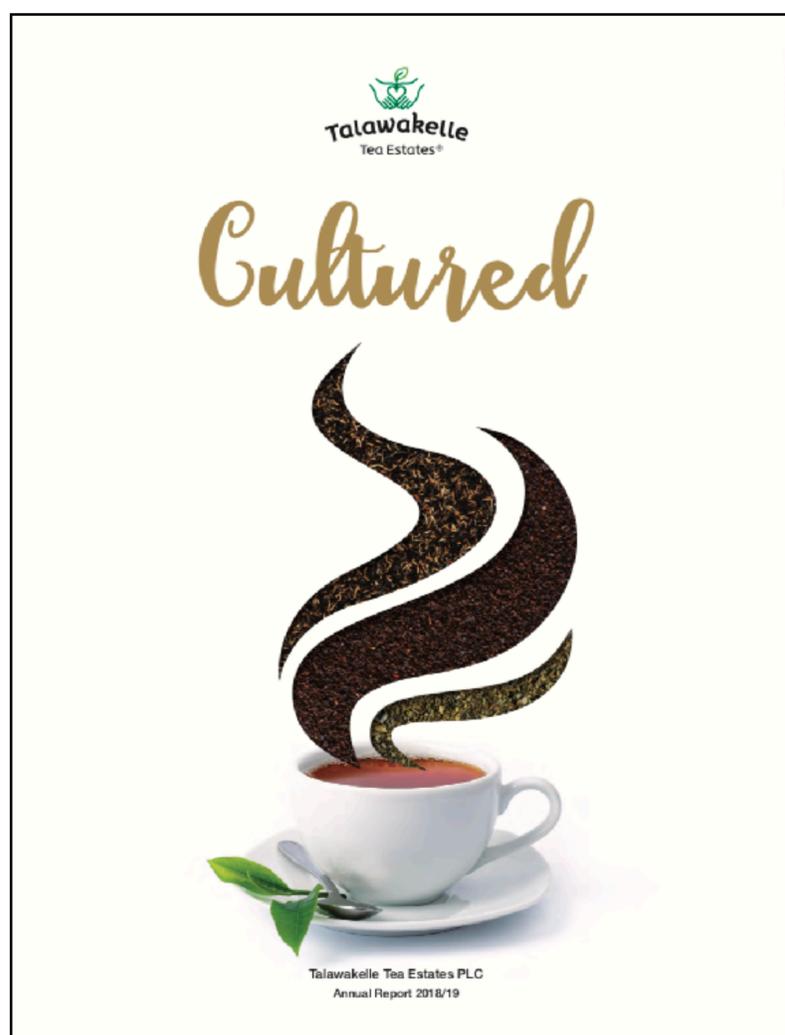
联系方式：exhibition@hallbars.org www.hallbars.org

SRI LANKA

TALAWAKELLE TEA ESTATE

“We will invest in sustainable agriculture, and renewable energy - solar.”

Mohan Pandithage, Chairman



Credit : Talawakelle Tea Estates Annual report 2018-2019 Page 15 .

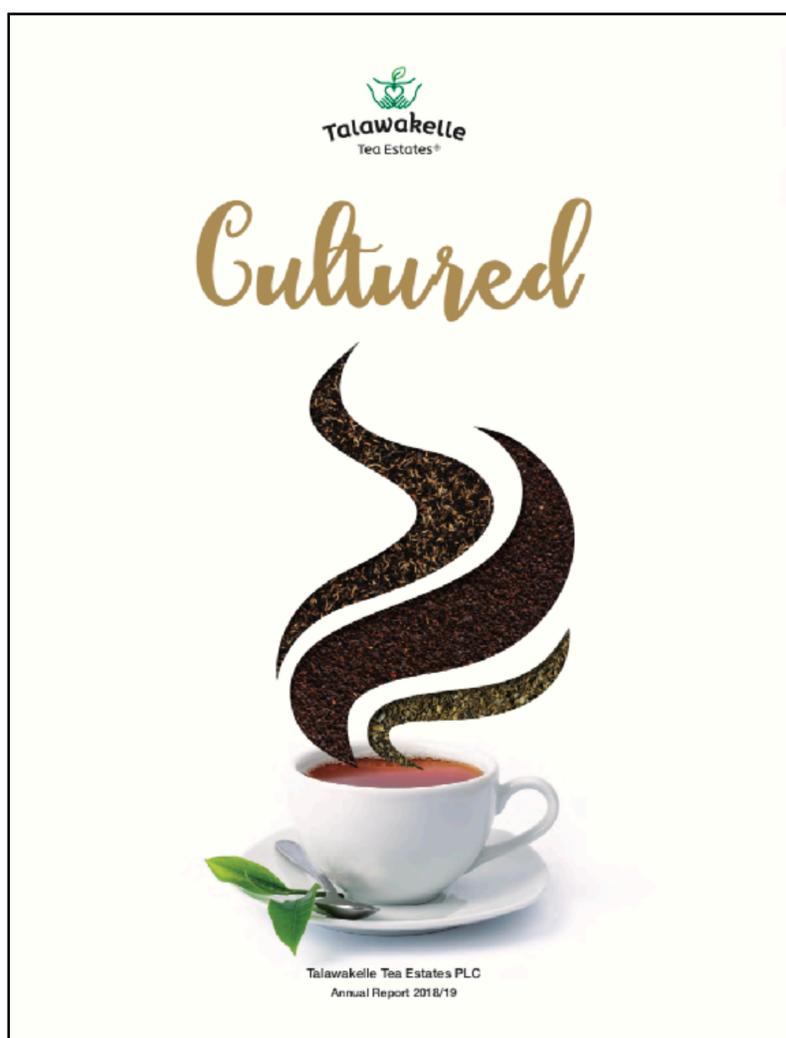
Contact : exhibition@hallbars.org www.hallbars.org

斯里兰卡

TALAWAKELLE TEA ESTATE

“我们将投资可持续农业和
可再生能源——太阳能。”

Mohan Pandithage, 主席



注：Talawakelle Tea Estates 2018-2019年年度报告，第15页。

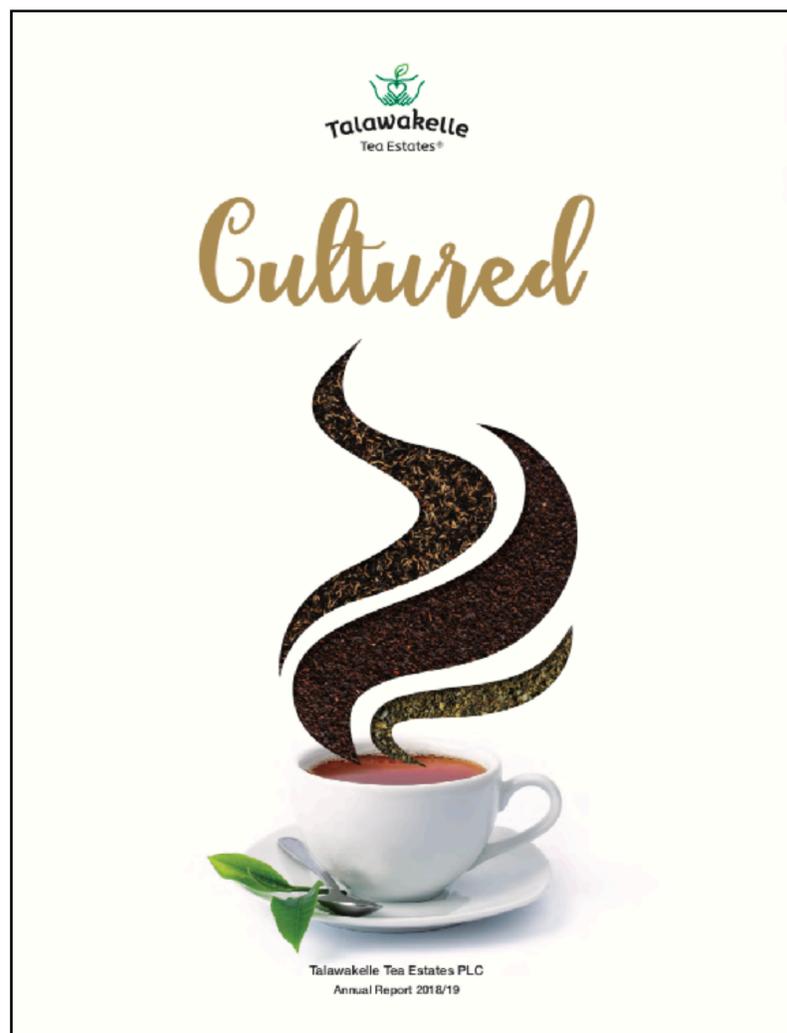
联系方式：exhibition@hallbars.org www.hallbars.org

SRI LANKA

TALAWAKELLE TEA ESTATE

“We seek to be resource efficient, manage solid waste, be sustainable in energy and water management, protect biodiversity, and work towards carbon neutrality.”

Dr. Roshan Rajadurai, Managing Director



Credit : Talawakelle Tea Estates Annual report 2018-2019 Page 20.

Contact : exhibition@hallbars.org www.hallbars.org

斯里兰卡

TALAWAKELLE TEA ESTATE

“我们追求资源高效利用，固体废料管理，水资源管理，使能源可持续利用，保护生物多样性,并致力于碳中和。”

Roshan Rajadurai 博士，总经理



注：Talawakelle Tea Estates 2018-2019年年度报告，第20页。

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SWEDEN
SYSTEMBOLAGET
5.700 Employees

“ If we're going to achieve the UN's 2030 SDG, everyone has to play a part and work together to bring about positive economic, social and environmental changes.”

Kenneth Bengtsson, Chairman of the Board



Credit : Systembolaget Responsibility Report 2018, Page 5.

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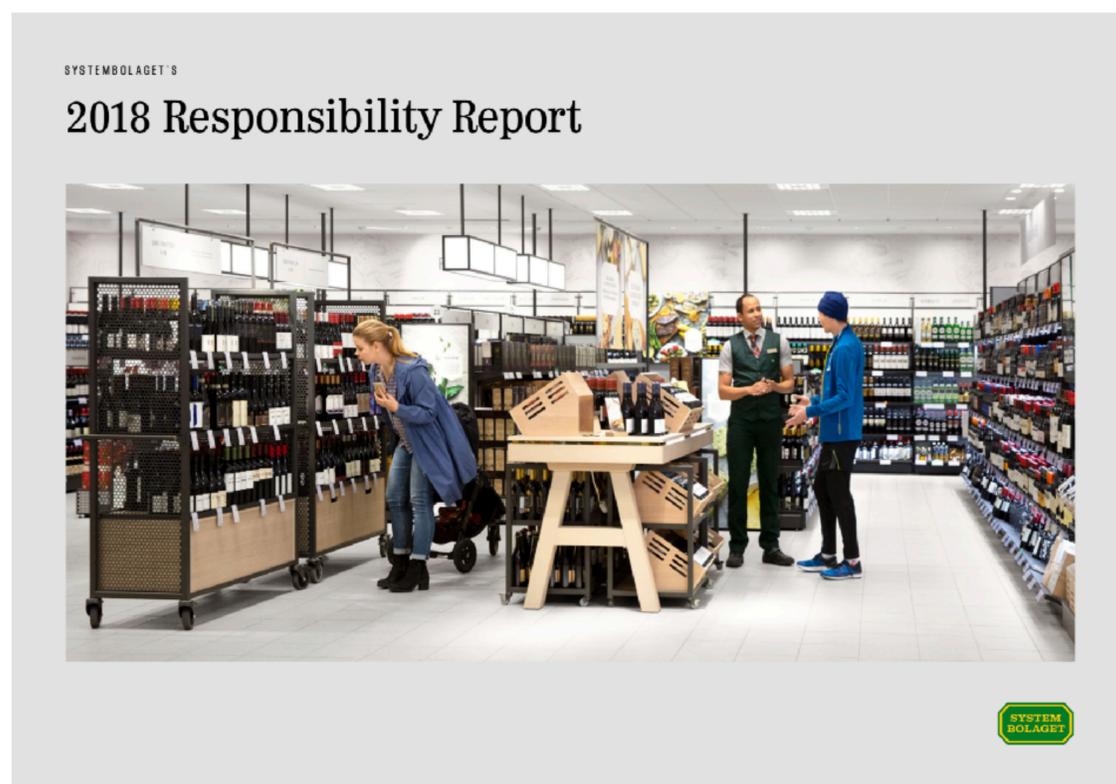
瑞典

SYSTEMBOLAGET

5.700 名雇员

“如果我们要实现联合国2030年可持续发展目标，每个人都必须发挥作用，共同努力带来积极的经济、社会和环境变化。”

Kenneth Bengtsson, 董事会主席



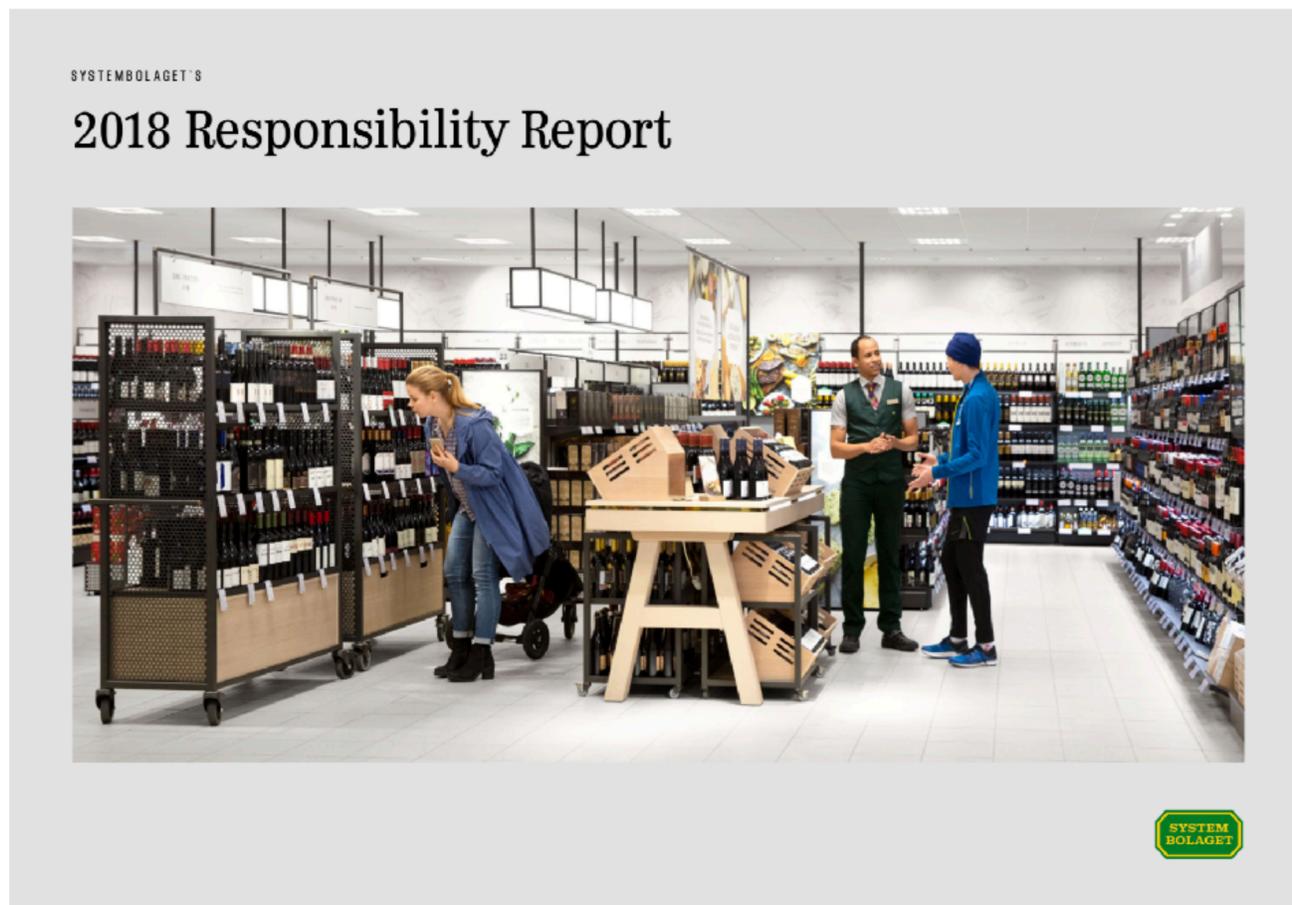
注：Systembolaget 2018年责任报告，第5页。

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SWEDEN
SYSTEMBOLAGET
5.700 Employees

“ Systembolaget signed up to a joint climate initiative called the Drink Industry Climate Initiative to reduce the industry's climate footprint.”

Magdalena Gerger, President



Credit : Systembolaget Responsibility Report 2018, Page 5.

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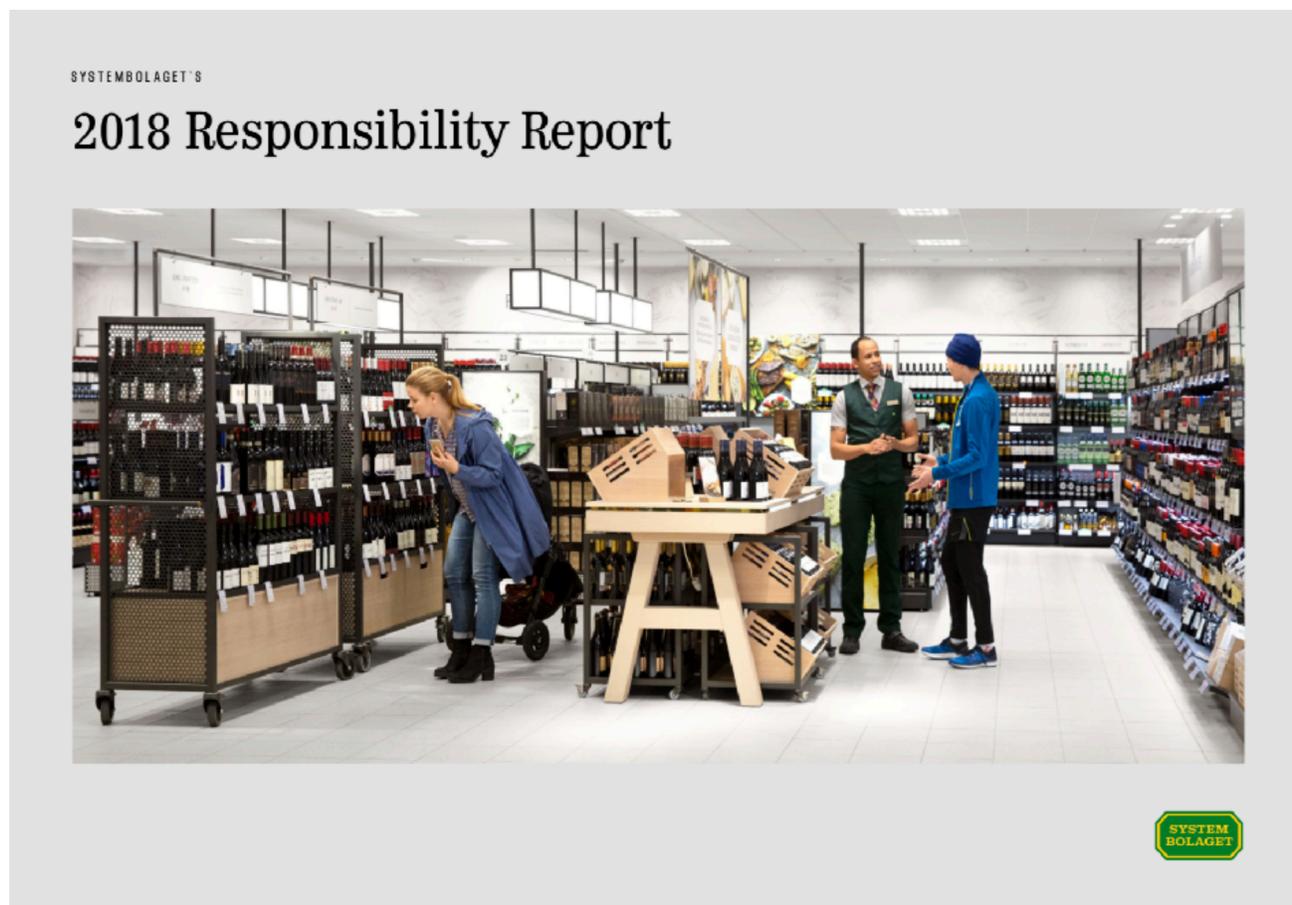
瑞典

SYSTEMBOLAGET

5.700 名雇员

“SYSTEMBOLAGET签署了一项名为
饮料行业气候倡议的联合气候倡
议，以减少该行业的气候足迹。”

Magdalena Gerger, 总裁



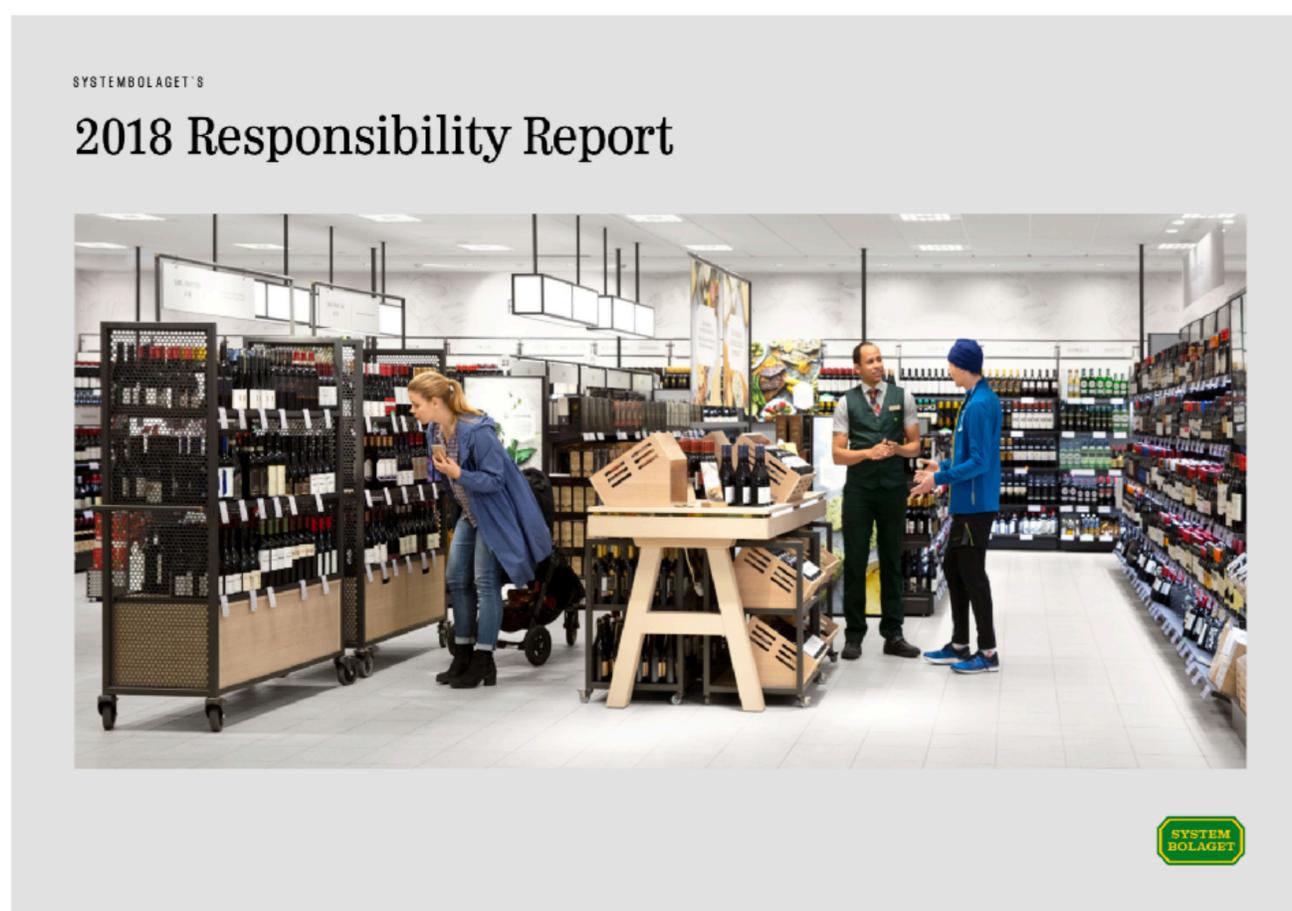
注：Systembolaget 2018年责任报告，第5页。

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SWEDEN
SYSTEMBOLAGET
5.700 Employees

"Systembolaget conducted an analysis of the UN's global sustainability goals to determine where we can do the most good."

Magdalena Gerger, President



Credit : Systembolaget Responsibility Report 2018, Page 19.

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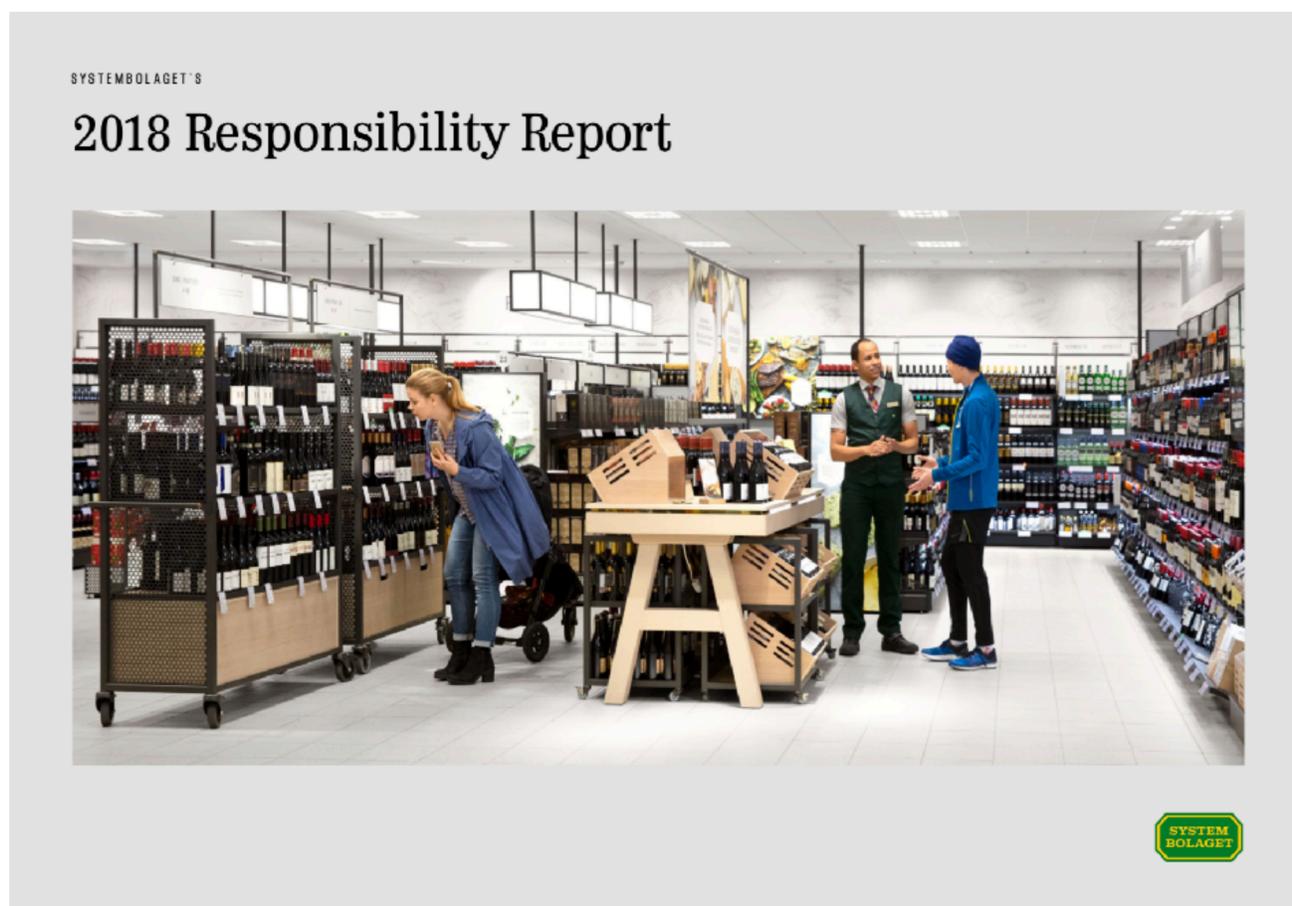
瑞典

SYSTEMBOLAGET

5.700 名雇员

“SYSTEMBOLAGET对联合国的全球可持续发展目标进行了分析，以确定我们在哪里可以做得最好。”

Magdalena Gerger, 总裁



注：Systembolaget 2018年责任报告，第19页。

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SUSTAINABILITY REPORTS

'Movies have the Oscars, sustainability now has the Hallbars'

By Anthony Myers

03-Nov-2020 - Last updated on 03-Nov-2020 at 13:13 GMT



RELATED TAGS: Sustainability

Three of the top international cocoa companies - Barry-Callebaut, Ritter Sport and Valrhona - have been awarded a sustainability 'Oscar' at the Hallbars' recent ceremony in Sweden.

The Hallbars is an international organization, established at the beginning of the year that brings together talent from Europe and Asia, focusing on the promotion and readership of corporate sustainability reports as a response to the coronavirus pandemic.

"We believe the long-term solution is sustainability, through the combined action of the most powerful international institutions and corporations. We are all together in the same boat," says Edouard Coinreau, founder and President, Hallbars Research Institute for Sustainability Reports.

“The United Nations vote in 2015 of the Sustainable Development Goals were the real start of a global expansion of these reports, giving them a universal framework beyond the financial concepts -- Edouard Coinreau, founder and President, Hallbars Research Institute for Sustainability Reports

With its headquarters in Sweden, the background of its members include publishing, food and drink as well as finance, real estate and start-ups.

Coinreau says sustainability reports were generally seen as a separate annex of the financial annual reports of stockmarket corporations, and known as Corporate Social Responsibility Reports.

"The United Nations vote in 2015 of the Sustainable Development Goals were the real start of a global expansion of these reports, giving them a universal framework beyond the financial concepts. Today these reports have become independent from investor relations in corporations, and just as important or even more than the financial reports. The sustainability reports are now published by many international organizations, non-profit entities, and family businesses. This is a very deep cultural change in the business and government world," he says.

Hallbars means 'sustainable' in Swedish and its objectives include:

1. To help the promotion and distribution of sustainability reports across the world. It is hoped the focus on the awards winners will motivate the publication of more sustainability reports and will increase the engagement in sustainability.
2. The Hallbars competition rewards sustainability reports as books. It does not rate the sustainability efforts.
3. The Hallbars competition honours the team that made the sustainability report possible, including the authors, the stakeholders and the publisher.



Some studies have proven that investing in sustainability can increase financial profits for the corporations by taking into account society and the long term. New studies show that in 2020, sustainability reports have become essential in the decision making of investors.

"The pandemic has accelerated this trend," says Coinreau. "Before the pandemic, one key concept of accounting was that corporations and organizations were on-going concerns. The pandemic has suddenly confronted corporations to a catastrophic scenario. It obliges corporations to make sustainability a priority. Sustainability was taken for granted by some, the same way breathing is unconscious for humans. Sustainability reports show sustainability is complex, and a long term effort. It puts back long term planning at the core of the corporations. Financial planning was increasingly short term, even quarterly."

Monitoring

Monitoring can be done thoroughly by auditing firms and certifying international institutions. In the food and drink sector, Hallbars has found that approximately 30% of sustainability reports are now reviewed by the top four international auditing firms, while there are over 60 international certifying bodies, often specialized by sectors. For example, SMETA (SEDEX Members Ethical Trade Audit) certifies approximately 12% of the sustainability reports of the food and drink sector. Detailed numbers for these audits were first published on hallbars.org in the summer of 2020 in its news pages.

As an organization, the Hallbars believe sustainability reports are books and deserve a wider distribution, but to make them more credible and not just a vanity printing project for internal use, the readership has to be developed.

"This is the mission of Hallbars, building on our experience in publishing. We consider these printed reports are books that deserve and need more readers. The news pages on hallbars.org show our first efforts. On November 1-3 for instance, we exhibit 188 sustainability reports posters from 60 corporations and 14 institutions from 33 countries in the China Forum for Entrepreneurs of Hangzhou. They expect over 6,500 visitors, mostly from private industry, big companies like Alibaba or Wahaha, both with headquarters in Hangzhou, or startups. The main sponsor is Moutai, the number one brand in China," Coinreau says.

Hallbars' first focus is on the food and drink sector, more essential than ever with the COVID-19 pandemic.

"Our first step is to reach professionals, the second is to expand recognition to the public. Movies have the Oscars, sustainability has the Hallbars. We are ahead of our plan to reach professionals at the moment, which is satisfying, given 2020 is a really difficult year to launch new projects, it is a challenge to get people's attention," says Coinreau.

This year's event took place in the Alfred Nobel House Björkborn in Karlskoga and judges looked at sustainability reports in the the food and drink sector from 53 countries.



Barry Callebaut Forever Chocolate GRI Report 2018 -2019

In the cocoa category, the winners were:

1. SWITZERLAND - Barry Callebaut - Forever Chocolate Progress. GRI Report 2018 -2019, 11 pages.
- 2 GERMANY - Ritter Sport - Sustainability Report 2018, 54 pages.
- 3 FRANCE - Valrhona - CSR 2018, 44 pages.

Hallbars said it is already planning a live event in 2021, coronavirus permitting, on October 21, in the Blue Room of Stockholm Town Hall, where the Nobel Prize banquet takes place on December 10, the date of Alfred Nobel's death.

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Finlays, Kelani Valley Plantations and Ethical Tea Partnership Win Hallbars Sustainability Awards

By Aaron Kiel | November 4, 2020

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Photo by: Anatta_Tan / Bigstock.com

By Aaron Kiel, World Tea News

The first annual Hallbars Sustainability Reports Awards were announced on Oct. 21, 2020, at the Alfred Nobel House Björkborn in Karlskoga, Sweden. Hallbars is an international research institute, focusing on annual sustainability reports, and Hallbars means “sustainable” in Swedish. The tea industry is just one of numerous industries that Hallbars judges and recognizes for the awards program.

In the tea category (category B08 on Hallbars’ website), the top three “Best in the World” Hallbars Awards were presented to:

1. [Finlays \(United Kingdom\)](#) for "Celebrating 10 years of Sustainability Reporting at Finlay's, Sustainability Report 2018," 58 pages (KPMG)
2. [Kelani Valley Plantations \(Sri Lanka\)](#) for "Growth Beyond Measure, Annual Report 2017-2018," 288 pages (Ernst & Young)
3. [Ethical Tea Partnership \(Malawi\)](#) for "Revitalization Program Towards Living Wages, Malawi Tea 2020," 40 pages

Encouraging More Readers of Sustainability Reports

For its awards program, Hallbars focuses on the sustainability reports themselves, as books, not the specific initiatives. They do not rate or certify the activities of the authors and publishers of the reports; instead, they select and honor the best-of-the-best as a way to encourage more readers to view the individual reports.



According to Hallbars, more and more corporations and institutions are publishing sustainability reports, a rapidly increasing trend over the past five years. However, the firm says that readers of these reports have not increased as fast.

A Key Communication Tool for Tea Companies

Pelle Agorelius, CEO and one of the initiators of The Hallbars Awards, said, "The Hallbars Sustainability Reports Awards are important because they focus on the reports, which are the key communication tools of tea companies with their stakeholders about sustainability. These reports are increasingly essential to understand the corporations and the future. They are becoming the roadmap for future generations."

Agorelius added, "The tea industry is an industry where long-term planning is very important. It is rooted in a long history and its future needs careful planning. The sustainability reports are a key ingredient of this future."

Agorelius concluded that the tea industry is already paying much attention to sustainability reports, and that it can continue to improve its sustainability reports by monitoring the reports in other parallel sectors. "The Hallbars Sustainability Awards show the performance of the tea industry within its sector, and also compares the tea industry reports with other sectors," he said. "Sustainability reports are still fairly recent, and there is much to learn from other countries or other sectors."

Hallbars is currently planning a large event for next year, The 2021 Hallbars Awards, will take place on Oct. 21, 2021, in the Blue Room of Stockholm Town Hall, where the Nobel Prize banquet takes place.

To learn more about the award program, visit [Hallbars.org](https://hallbars.org).

Related Posts:

- [Mana Organics & Sustainability: 'Not Just High-Quality, Ethical, Organic Teas'](#)
- [Farmer Brothers Leads the Way to a Better Future Through Continued Sustainable Practices](#)
- [Q&A: Amy Moore Talks Teko Tea and Its Traditional Icelandic Tea Blends](#)

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Champagne expert Richard Juhlin leads exhibition launch party at Alfred Nobel House. (Photo :Ewa Hector Agorelius)

Sustainability Reports

Posters exhibitions Sweden, China, France

" Sustainability rocks, we are saving the planet, and the sustainability reports give us an insight into the future "

Governor Maria Larsson, Chairwoman, Alfred Nobel Björkborn Foundation

" Sustainability reports are books "

Edouard Cointreau, President, Hallbars Research Institute